



NAT 1 LLC

Business Plan

Last updated: 25 May 2022

Brandan Roberts, owner
Established 14 February 2022

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1

Executive Summary

1.01 DBA Name

Nat 1 Publishing

1.02 Mission Statement

At Nat 1 Publishing, we like the strange, quirky, and unique. We aim to find entertaining stories in the Sci-Fi/Fantasy genre by both new and established writers. Working with the authors, we dedicate our services to honing their craft and getting their work out to an audience that will enjoy and appreciate it.

1.03 Products and Services

The company is primarily dedicated to publishing multi-author anthologies that focus on the science fiction and fantasy genre with works that exhibit comedic, satiric, and/or parodical content. Nat 1 LLC also seeks to publish longer works (between 8k and 30k manuscripts) to sell as novellas and novelettes. The business also produces a quarterly magazine, the *Audience Askew Literary Journal* to show case non-genre short stories, poetry, and artwork. In addition to these works, the House will supplement its revenue with commissioned art done in the established style, merchandise associated with published books and anthologies, and freelance editing for authors that wish to publish independently.

1.04 Customers

The primary demographic for this publishing house is those who self-identify as "geeks" who have an interest in reading, writing, and role playing games (tabletop or video).

1.05 Goals

Short Term: To establish a loyal fanbase and to produce a net profit.

Long Term: To become self-sustainable: I.E. the ability to exist solely from product sales and not require the use of monetary support from the founder. This would be done by building a significant audience and to attract new authors for routine book releases.

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Company Overview

2.01 Legal Structure

Nat 1 Publishing is registered as a sole proprietorship limited liability company (LLC) in Waterford, Maine, USA. Charter number 20230519DC, accepted 14 February 2022.

2.02 Employer Identification Number (EIN)

88-1165364

2.03 Location

Nat 1 is an entirely online entity operating from the website www.nat1publishing.com. The URL www.nat1publishing.net forwards visitors to our primary domain. *The Audience Askew Literary Journal* works off the website www.audienceaskew.com with the URL www.audienceaskew.net forwarding visitors to the primary domain. Nat 1 LLC also owns the domain www.faewalk.com (and www.faewalk.net) to host the "Faewalk Shared Universe" Wiki.

2.04 Industry

We operate primarily in the digital book and magazine publishing trade and sell goods that could also be categorized as part of the publishing industry.

2.05 Nature of the Business

Nat 1 LLC is an independent micro-publishing house focusing on multi-author anthologies, magazines, novellas, and novelettes (all together encompassing works ranging from 50 to 30,000 words). The products are primarily digital, made available as Amazon eBooks (.mobi format) and on Kindle Unlimited, though the option to purchase as physical copies is available utilizing Amazon and MagCloud's print-on-demand features.

2.06 Background Information

Brandan Roberts, the founder of Nat 1 Publishing, has a long history of writing and editing various genres and texts as well as making illustrations in various styles. In 2020, as a joke, he drew the cover of a so-called "smutty romance novel" that one of the players in his role-playing

game group had their character look for. When this cover was shared on social media there was an immediate positive reaction and collective desire to see the book written. Encouraged by this response, Brandan wrote *The Wizard's Staff* novella and opened it for beta readers on the social media platform Reddit and immediately had over a hundred volunteers. When *Staff* was released on Amazon, it quickly charted as #1 on the Amazon marketplace for "sci-fi/fantasy-comedy", "humor", and "2-hour reads" for a week; it also topped the marketplace in eight foreign Amazon marketplaces for various genres. The same results occurred with the follow-up novels of the "Macy Blush Collection." In the first year, the series has had over 15,000 sales/downloads with only limited advertisements on Reddit, Facebook, Instagram, and Twitter.

Because of the many unprompted stories that occurred in the comment threads from the Macy Blush advertisements regarding events and jokes in the readers' gaming groups, Brandan opted to do a multi-author anthology titled *Nat 1: Many Mini Misadventures* and open submissions to the DnD Subreddit. In days, submissions were overflowing, but because he offered payments and physical contributor copies for the accepted authors (as well as providing editing and illustrations), only a limited number could be included—a second anthology was slated for release. With the immediate popularity and interest in this avenue for an underrepresented genre, it was decided to establish Nat 1 Publishing to continue offering these services.

2.07 Business Objectives

While Nat 1 Publishing does not aspire to contend with the "Big 5" publishing houses, we have noticed through personal involvement and the stories of similar authors that they tend to shy away from more niche genres such as role-playing game-inspired fiction and comedy (be it LitRPG, dungeon core, harem/reverse harem, etc.)—especially by new and emerging authors. The current primary goal of this LLC is to become self-sustainable and provide these under-represented authors a stable option to having their work professionally evaluated, edited, published, and promoted.

2.08 Nat 1 Board

Brandan Roberts — (*founder/owner*) lead editor, lead illustrator

Michaela Butler — webmaster, editor

Dahlia Thomas — audio narrator

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Products and Services

3.01 Multi-Author Anthologies

The primary product of Nat 1 Publishing. We intend to publish between one and four multi-author anthologies per year. Each collection features between ten and twenty short stories (50-3,000 words) and poems (2-40 lines), which will occasionally conclude with a novella or novelette (3,000-10,000 words). These works include at least one illustration per story. When physically printed, it will be done so in a full-color "trade size" format. Most Nat 1 anthologies will be made available as audiobooks.

3.02 Novellas/Novelettes

"The Macy Blush Collection," written by the founder, Brandan Roberts, is offered exclusively through Nat 1 Publishing and makes up a significant portion of the revenue. Because of the demand for this type of book, the House accepts submissions of novelettes and novellas that fall in the sci-fi/fantasy genre and include significant elements of comedy, satire, and/or parody. When printed as paperback or hardcover, they will be done so in a black and white "trade size" format. Many of these works will be made available as audiobooks.

3.03 Supplemental ("swag") and Freelance Incomes

While primarily a publishing house, Nat 1 LLC aims to make itself a brand. Its name is derived from the phrase "natural one," meaning a twenty-sided die landed on a one and is synonymous with "critical fail" in RPG jargon. The target audience associates these terms with not so much as *failing* an action while playing a game but rather the *humorous outcomes* related to the event. The name and logo of the House play on this fact, making products bearing the icon more desirable. Supplemental items ("swag") used for advertising— such as bookmarks, stickers, shirts, glassware, etc.—primarily bare the logo but also include cover art, story illustrations, and quotes.

In addition to the swag, Nat 1 will offer several "freelance" services. These are primarily custom book covers drawn in the same style as the books, using images, titles, and authors as requested by the client. Nat 1 also provides story and manuscript edits for authors desiring to self-publish their work.

3.04 Genre and Subgenres

Fantasy and science fiction with a significant amount of humor (comedy, satire, or parody) are the primary genres that Nat 1 Publishing publishes; however, the subgenres are much broader. The subgenres that the House is primarily interested in include:

- Apocalyptic / Post-Apocalyptic
- Biopunk
- Dark Fantasy
- Dungeon Core
- Game-related Fantasy (GameLit)
- Harem / Reverse Harem
- Heroic Fantasy
- Historical Fantasy
- Horror
- LitRPG
- LGBTQA
- Magical Realism
- Poetry
- Romance
- Romantic Comedy
- Science Fantasy
- Space Opera
- Steampunk
- Superheroes
- Sword and Sorcery
- Thriller
- Urban Fantasy

3.05 Audience Askew Literary Journal

Treated as an imprint of Nat 1 LLC, the *Audience Askew Literary Journal* is a quarterly magazine primarily featuring non-genre short stories, poetry, and artwork. The mission of these journals are "to find thought-provoking stories, engaging poetry, and distinctive artwork that doesn't quite fit in anywhere else. We welcome new and established authors, poets, and artists worldwide who want to showcase their talents to an audience just as askew as they are." Each issue features three short stories, five poems, and two to eight pieces of artwork. The magazine is primarily digital, being sold on MagCloud with the option to print-on-demand. Issues take an 8x8in., square format.

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Market Analysis

4.01 Market Analysis

Nat 1 Publishing distinguishes itself from other independent publishers by tapping into the niche genre of role-playing-game-influenced humor for which the market is primarily self-published with varying degrees of editing professionalism. By focusing on these works, Nat 1 has the potential to become the primary publishing house of this subgenre.

4.02 SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• The "Macy Blush Collection" novella series has already been established and comes with a dedicated fanbase.• There is no competing publishing house that has comparable works with both the same length and subgenre.• Editing, art, narration, and marketing are done by a core team of three individuals, keeping costs of production and products to a minimum.	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• While startup costs are not extravagant, they are still significant barrier as they are being paid for out-of-pocket by the founder.• Organic traffic is at a minimum due to being a startup and not yet establishing significant reach to maintain awareness.• Nat 1 Publishing caters to a relatively small subculture and the products are niche in general.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• The story genres that we deal in are becoming more mainstream as games such as <i>Dungeons and Dragons</i> and related content are becoming more normalized.• There are no other publishing houses that specialize in these genres at the same word count or format.• Because we are a startup, it will be easier to adjust our style, content, and language to best suit the preferences of our targeted audience.	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Another publishing house with more capital could be established, presenting direct competition.• Avenues such as self-publishing on KDP, Royal Road or Wattpad may appear more lucrative to prospective authors because of the ability to receive 100% of royalties.• A lack of sufficient funds to efficiently advertise our products, spread awareness, or attract new authors could leave the business floundering. A positive first year is crucial to the House flourishing.

4.03 Competitive Analysis / Market Need

The most significant and establishes houses dealing with the same subgenres as Nat 1 Publishing includes:

Aethon Books

This independent publisher is open to all science fiction and fantasy submissions, regardless of their subgenre. For the time being they are only looking to publish novel-length books.

Hydra Publications

A publishing house that has recently begun branching into LitRPG and GameLit genres. They accept manuscripts 70,000 words and longer.

Magic Dome Books

A "boutique literary agent and publisher" that deals in science fiction and fantasy story with a focus on the space opera, cyberpunk, and LitRPG subgenres with a length requirement of 80,000 words or greater.

Mountaindale Press

Specializing in LitRPG, GameLit, and Cultivation subgenres of science fiction and fantasy, Mountaindale Press only accepts full-length books and only with brief windows for authors to submit their work.

Portal Books / Monolith

Portal Books is a digital publishing house that focuses on the LitRPG, Cultivation, and Dungeon Core subgenres while their imprint house Monolith caters to traditional science-fiction and fantasy. This House had submission requirements of works with 100,000 words or more.

Shadow Alley Press

A small press that features science fiction, fantasy, and action-adventure books and take a variety of subgenres, including Gamelit, LitRPG, cultivation, magical academy, dungeon core, and harem. Books must be between 75,000 and 125,000 words long.

Because Nat 1 Publishing caters to short story anthologies and novellas up to 40,000 words, there is no competition between submitting authors nor the product type for consumers as every established small-house in the field requires at least a 70,000 word manuscript—the only independent House that is comparable with Nat 1 LLC was Distant Shore Publishing, who closed in mid-2021 with only three publications and a selection of twenty-three short stories posted on their website. Further research reveals that the only options for short stories and novellas are through hybrid or vanity presses (such as Manhattan Book Group, Ghost Writers Mania, and Olympia Publishers) that either do not pay their authors or require the authors to pay the House to publish their books, charge high fees for marketing, or require the author to purchase large

quantities of the book. Further, very few established literary journals will accept and publish these niche subgenres.

The largest competitor for Nat 1 is the ability for an author to self-publish on platforms such as Amazon, Royal Road, or Wattpad, which—by their nature—do not work with an author for editing, marketing, or book covers, leaving many products that are available to consumers to read amateurish and unfinished.

Altogether, this provides Nat 1 the opportunity to sell professional anthologies and novellas for an audience with few other options for their literary preference.

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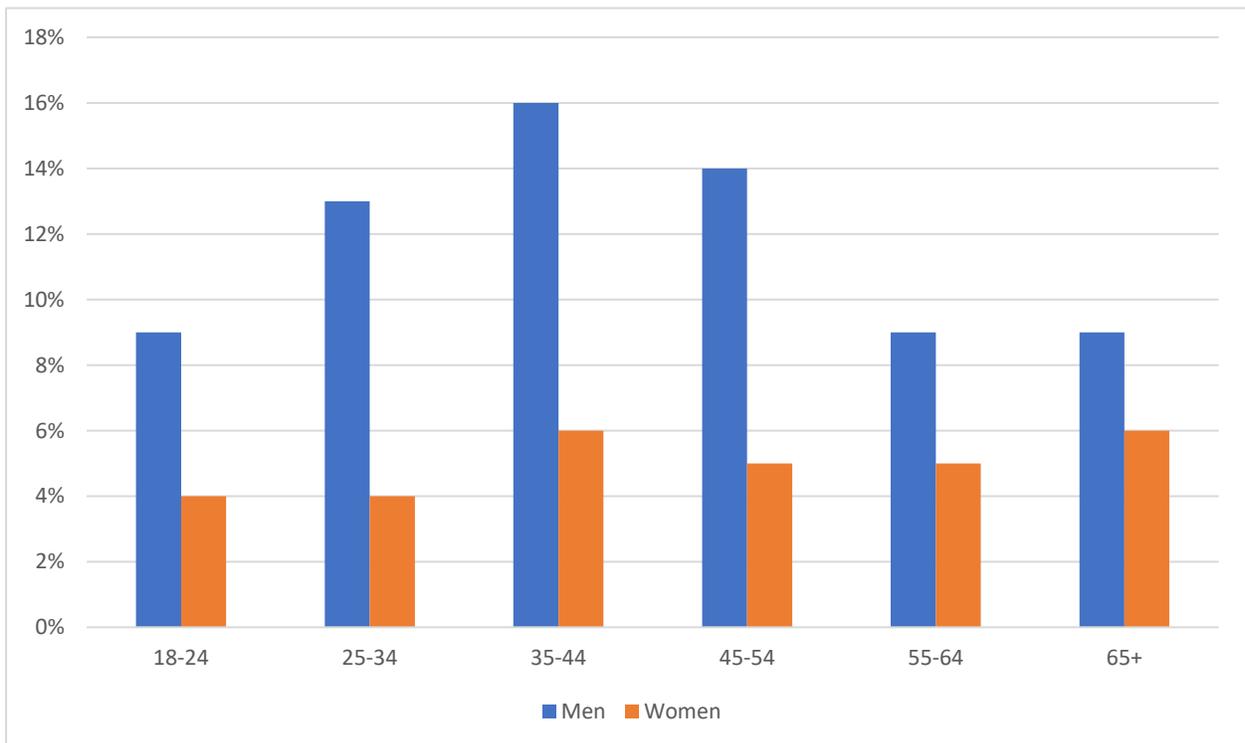
Customer Segmentation

Information provided in this section is derived from social media platform advertisements, boosted posts, and sales data from KDP and ACX.

5.01 Interests

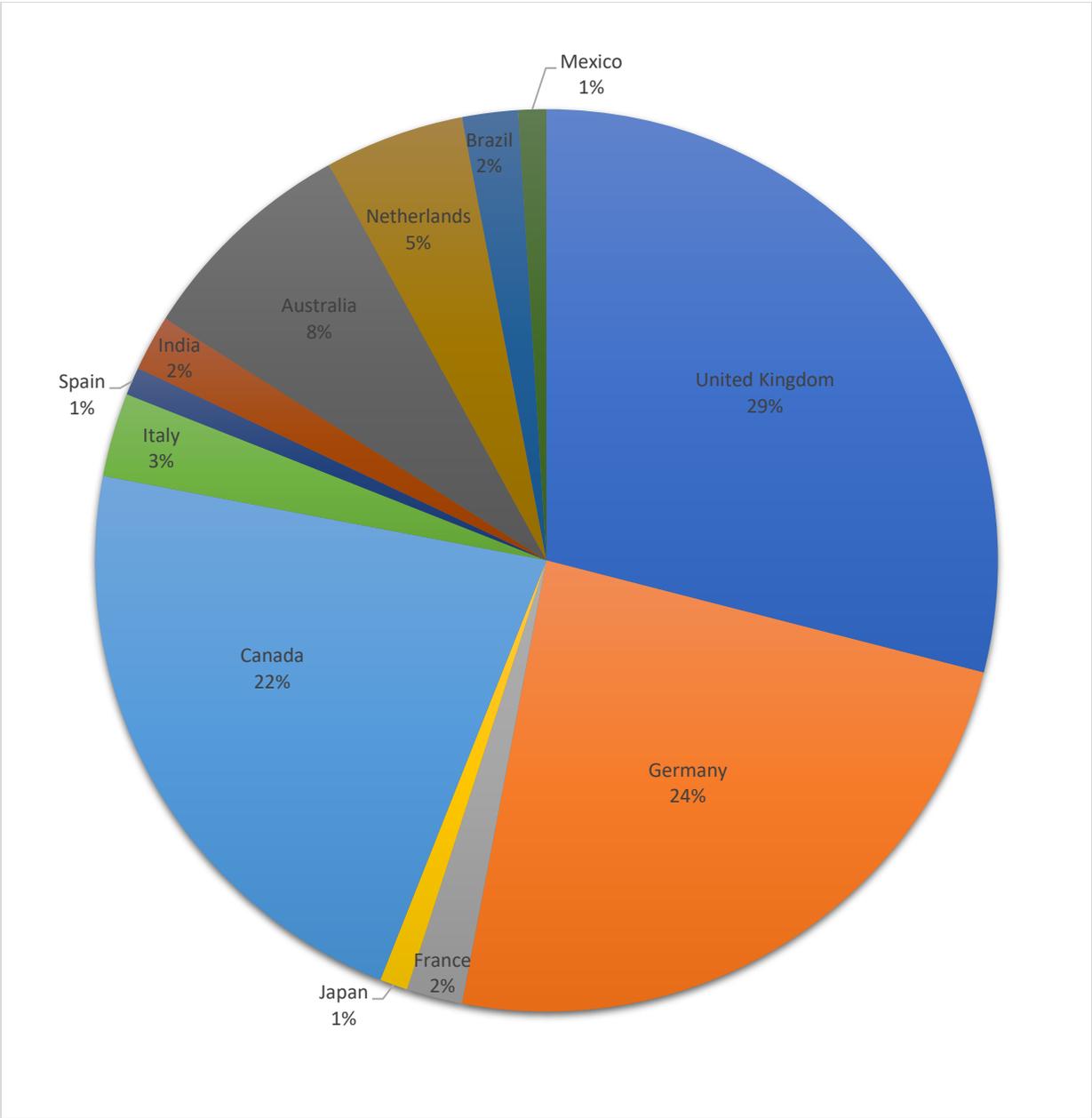
The best results of advertising come from Reddit in the subreddits *DnD*, *rpg*, *dndmemes*, *dndstories*, and *dmacademy*. Platforms such as Facebook focus ads on users with two or more of the following interests: *Dungeons & Dragons*, fantasy books, anime, humor, *Pathfinder Roleplaying Game*, publishing, manga, science fantasy, role-playing games, reading, romance novels, writing, videogames, comedy, and geeky.

5.02 Age and Gender



5.03 Nationality

The majority of sales come from Amazon's US marketplace (79%) though there are still significant sales from foreign marketplaces. Shown here are the percentages of the remaining 21% in relation to each other.



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Marketing Plan

6.01 Pricing Strategy

We aim to keep the prices of our products low to attract first-time buyers and to encourage repeat sales for future books. Because we currently publish exclusively through Amazon, eBook prices are the most flexible, and physical books are dependent on the content (for example, multi-author anthologies require full-color interiors). Books sold via Audible have their prices set by ACX utilizing their algorithms.

6.02 Products

The typical prices of Nat 1 products (excluding audio) are as follows:

Multi-author anthology (eBook)	\$4.99/unit
Multi-author anthology (paperback)	\$14.99/unit
Multi-author anthology (hardcover)	\$29.99/unit
Novelettes—8k-12k words (eBook)	\$0.99/unit
Novelettes—8k-11k words (paperback)	\$2.99/unit
Novellas—12k-30k words (eBook)	\$2.99/unit
Novellas—12k-30k words (paperback)	\$9.99/unit
Novellas—12k-30k words (hardcover)	\$19.99/unit
<i>Audience Askew Literary Journal</i> (digital)	\$4.00/unit
<i>Audience Askew Literary Journal</i> (print)	\$11.00/unit

6.03 Promotion

Advertising for Nat 1 products will primarily be conducted in four ways: boosted social media announcements, Amazon promotions, newsletter campaigns, and submission prompts/enticements.

Social Media

Based on past experience with the Macy Blush Collection, the most successful advertising comes from "boosted posts" on social media platforms—specifically (in order of effectiveness) Reddit, Instagram, Facebook, and Twitter. This form of advertisement is essentially creating a normal "post" and paying the platform to expand the audience reach. In this way, a single post routinely reaches tens of thousands of individuals and accumulated thousands of engagements.

Amazon Promotions

Because the House currently only publishes through Amazon, we are able to take advantage of their advertisement options, including free book promotions, "countdown deals," and ad campaigns.

Newsletter Campaigns

Nat 1 Publishing's newsletter, "Ye Olde Town Cryer," is sent out on the 22nd of each month and contains information about new releases, teasers for upcoming books, and submission calls for authors to submit to newly announced multi-author anthologies. These keep past-buyers and fans up to date and reminds them to purchase new content. Newsletter signup is enticed by receiving free eBooks (reader magnets) and also includes the emails of those who have submitted stories to the House in the past.

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Logistics and Operations Plan

7.01 Workplace

We are an entirely online business. Due to this fact, all members of the team have their own workspaces that they are responsible for and utilize Discord (a free text, voice, and video application with the ability to make private and public servers) as a communication platform. The paid team, volunteer editors, beta readers, and fans have access to the server, with each having different permissions based on their involvement with the business. Required labor law posters are displayed in a dedicated channel on the server.

The Nat 1 Publishing Discord server can be accessed at: <https://discord.gg/yqR8J5NBPv>

7.02 Production

Multi-author anthologies are comprised of ten to fifteen short stories, with the majority submitted by authors via the Nat 1 Publishing Submittable profile. Authors retain their copyright and are paid for the right to publish exclusively for six months.

Audience Askew Literary Journal issues are comprised of ten to fifteen pieces, with the entirety submitted by authors and artists via the Nat 1 Publishing Submittable profile. Contributors retain all rights with the magazine only requesting the right to publish.

Macy Blush Collection works are created by the founder, and the copyright is granted to Nat 1 Publishing.

Novelettes and novellas accepted by outside authors are licensed to be exclusively published by Nat 1 LLC for seven years; copyright remains with the author.

All works (short stories and novellas) follow a standard procedure during their production:

1. The author submits their story/book to the House via the Nat 1 Publishing website or on Submittable. This is the *raw draft*.
2. If accepted, a contract is sent to the author via *SignRequest*.
3. Once the publishing agreement has been signed, the raw draft is run through the *Grammarly* program for preliminary grammar and syntax checks.
4. A member of the Nat 1 team goes through the piece and does an in-depth edit of the processed alpha draft, creating the *first draft*.
5. The first draft is sent to the author for revision; then it is returned to the House as the story's *second draft*.
6. The second draft is edited by a member of the Nat 1 team or a volunteer editor(s), then returned to the author for further revision/approval. Once revised/approved by the author, the piece becomes a *third draft*.

7. The founder does a line edit and formats the document, creating a *Galley Copy*.
8. The author approves the galley copy / makes a list of adjustments to be applied to the document, which are then applied by the founder. Once this is complete, the document becomes an Advanced Reader Copy (ARC).
9. The ARC is sent to volunteer beta readers for review. Their comments are compiled, and grammar/syntax corrections are made.
 - If no further editing/writing is deemed necessary, the corrected document becomes a *manuscript*.
 - If it is deemed that parts of the story need to be revised, it will be returned to the author to do so, should they choose. If the text is changed significantly in any part of the story, the document becomes a *revision*.
10. A revision goes through another line edit by the founder, and becomes a *manuscript*.
11. The manuscript is uploaded to KDP for publication and to ACX for recording (if applicable).

Depending on the amount of work required of an accepted story or novella, the length, and the speed in which the author/editors can make thorough progress on the piece, this production process can take between thirty days and nine months. During this time, a cover will be created for the project if it is a book (either drawn by the founder or, if the style is not compatible with the work in question, by a hired cover-illustrator) or a corresponding illustration will be created by the founder if it is a short story intended for an anthology.

7.03 Distribution

ACX

Audible's audiobook publishing platform to make books available on Amazon, Audible, and iTunes with the ability to combine purchases with Kindle Unlimited products.

Kindle Direct Publishing

Amazon's publishing platform to make books available on Kindle Unlimited as well as eBooks, and with the option to make works available as print-on-demand physical copies.

MagCloud

An online publishing platform to create and distribute magazines with the option to make works available as print-on-demand physical copies.

7.04 Equipment, Software, and Subscriptions

Being primarily a digital publishing house, the bulk of the equipment required is dedicated personal computers and specialized software and subscriptions. The software and subscriptions being used by Nat 1 LLC include:

Annual Report for LLC qualification in Maine

Form MLLC-13: Annual Report - Domestic is required to be filed every year to keep the status of LLC. \$85/year.

BookFunnel

A service dedicated to eBook and audio distribution for sending advance reader copies (ARCs) to beta readers, collecting emails for newsletters, and cross-promote books with other user groups. \$300/year.

Community of Literary Magazines and Presses (CLMP)

An organization focused on assisting small literary publishers with necessary resources, connections, and exposure. \$125/year.

GNU Image Manipulation Program (GIMP)

A program for image composition and authoring. Used to create cover art and interior illustrations. Open-source.

Google Domains

A domain registration service in which Nat 1 LLC has six internet domains purchased between Nat 1 Publishing (.com and .net), Audience Askew (.com and .net), and Faewalk (.com and .net). \$72/year.

Grammarly

An extension for *Microsoft Word* that checks grammar, spelling, and plagiarism is used for preliminary editing before an editor starts working on it. \$144/year.

MailerLite

An email/newsletter marketing platform that offers automated messaging, landing pages, and forms. \$84/year.

Microsoft Office Suite

A set of productivity programs including Word, Excel, PowerPoint, and Outlook. Word is the primary program in which books are written, edited, and compiled, while Excel is used for the financial aspect of the business. \$149.99 one-time purchase.

National Association for the Self-Employed (NASE)

An organization that supports its members by providing access to business law advice, strategy advice, database management, finance/accounting, grants, and information technology support to self-employed individuals and micro-businesses. \$120/year.

PayPal

An online financial service that allows money to be sent and received securely. Royalty payments and short-story rights are paid using this platform. Fees are dependent on the percentage and country in which the transaction occurs.

Publisher Rocket

An online application used to evaluate and research the Amazon marketplaces to find the best keywords and terms for book and advertisement metadata as well as determine the relative competition in a genre and subgenre. \$97 one-time purchase.

SignRequest

A secure and legally-binding e-signature tool that emails all individuals that are required to sign a contract allows for their signature and provides downloads of the document for all parties involved. \$108/year.

SiteGround

A website hosting platform bundled with a site-specific email service, security, backup, and monitoring. \$299.88/year.

Submittable

A platform utilized for online submission and application forms, communication, slush pile management, promotions, and advertisements. \$290/year.

WooCommerce

A plug-in for WordPress that allows for customers to purchase products from a WordPress-based website. Open-source.

WordPress

A content management system used to build websites. Open-source.

7.05 Shipping and Fulfillment

eBooks are downloaded by the customer directly through Amazon, while physical copies of the books are printed on-demand and mailed directly to them, applying the appropriate taxes and shipping cost (Amazon Prime free shipping applies to these orders). Audible books are distributed by Audible. *Audience Askew* is distributed and printed on demand by MagCloud.

Swag items are sent the following business day from the founder to the customer using information collected at checkout on the website, utilizing the WooCommerce plug-in.

7.06 Inventory

For the time being, we keep a minimal inventory of physical products instead of creating the "swag" pieces when they are ordered. In this way, we are able to keep costs low and will not be tapping into the budget for products that do not sell. This method also allows us to easily adjust what is listed for sale as necessary to determine demand and not impact our profits with a number of unsellable items.

8

Financial Plan

8.01 Startup Costs

Capital for the initial startup of the business came entirely from the founder's personal accounts and is continuing to purchase programs and subscriptions as they are needed (see section 7.4).

Legal fees	\$250
Current equipment, software, and subscriptions	\$1,253.88
Rights to publish payments (<i>Many Mini Misadventures</i> anthology)	\$419.57
Advertising	\$225.17
Supplies	\$166.25
Total expenses	\$2,254.87

8.02 Initial Sales

Because Nat 1 LLC stems from freelance editing by the founder and from the popularity of the Macy Blush Collection, the royalties helped pay for many startup costs. The business currently hinges on their continued sales pre-establishment numbers are included in this section.

<i>Macy Blush Collection income (KDP and ACX), pre-establishment</i>	\$1,398.44
<i>Freelance editing, pre-establishment</i>	\$2,230.82
Macy Blush Collection income (KDP), post-establishment	\$30.78
Macy Blush Collection income (ACX), post-establishment	\$12.78
Freelance editing, post-establishment	\$665.51
Total income	\$4,338.33

8.03 Initial Capital

With the financial contributions of the founder for startup expenses, NAT 1 LLC's assets currently stand at \$2,083.46.

8.04 Future Expenses and Profit

Because we are a wholly digital micro-publishing house, the annual expenses are slim, coming in at around \$1,579.88 (as described in section 7.4). This low threshold allows the company to break even with less than 450 eBook sales and another 50 per anthology to cover rights to publish payments. These 500 copies do not include physical, Kindle Unlimited (KU), or audiobook sales.

8.05 Royalties

Royalties are to be the primary form of income for Nat 1, with multi-author anthologies and Macy Blush Collection novellas providing the bulk of revenue due to the royalties going 100% to the House.

eBooks	\$0.35—\$3.12 per unit at the current price range.
Paperback copies	\$2.37—\$2.92 per unit at the current price range.
Hardcover copies	\$1.92—\$2.34 per unit at the current price range.
Audible books	\$0.77—\$1.30 per unit at the current price range.
Kindle Unlimited	\$0.004—\$0.005 per page read by an individual.
<i>Audience Askew</i> (digital)	\$2.80 per unit at the current price.
<i>Audience Askew</i> (print)	\$1.06—\$4.6 per unit at the current price range.

Our current standard for royalty division for authors outside the House is a generous 50% of royalties as determined by Amazon and Audible (rather than the standard 5%—25%), with the change rounded down to the author. The numbers for these sales are half the amount of the Macy Blush books and anthologies.

eBooks	\$0.18—\$1.56 per unit at the current price range.
Paperback copies	\$1.19—\$1.46 per unit at the current price range.
Hardcover copies	\$0.96—\$1.17 per unit at the current price range.
Audible books	\$0.39—\$0.65 per unit at the current price range.
Kindle Unlimited	\$0.002—\$0.003 per page read by an individual.

Royalties over \$5.00 are paid to authors quarterly (March 31, June 30, September 30, and December 31) via PayPal alongside a document detailing sales numbers. If less than \$5.00 was earned, payment will roll over to the next quarter and be added to those numbers, and so on. If an author opts to not renew their publishing agreement at the end of the seven-year contract, they will be paid up to the day the book is removed from circulation. If the royalties are under \$5.00, the payment will be paid via certified check.

8.06 Freelance Editing

Currently, the most significant form of income for Nat 1 Publishing is freelance editing done by the founder. A current goal is to transition away from this source of revenue to subsist entirely on royalties and supplemental/promotional sales.

8.07 Supplemental/Promotional Sales

Promotional products such as custom covers (art), journals, bookmarks, stickers, shirts, and glassware are priced cheaply and used for giveaways. These products are aimed primarily at brand awareness rather than a significant source of revenue. Profit from these items is used exclusively for expanding and diversifying the stock.

8.08 Submission Fees

Submissions on Submittable for the first ten days of a month are free, while the rest of the month there is a \$2 fee; there are never fees on novella/novelette submissions. Contributors also can donate to the House, pay for an expedited response to their submission, or have detailed feedback on the reasoning for the acceptance/decline of their submission(s).

These charges help pay for the Submittable account; \$0.99 + 5% of the fee is retained by the platform to pay for credit/debit card transaction costs.

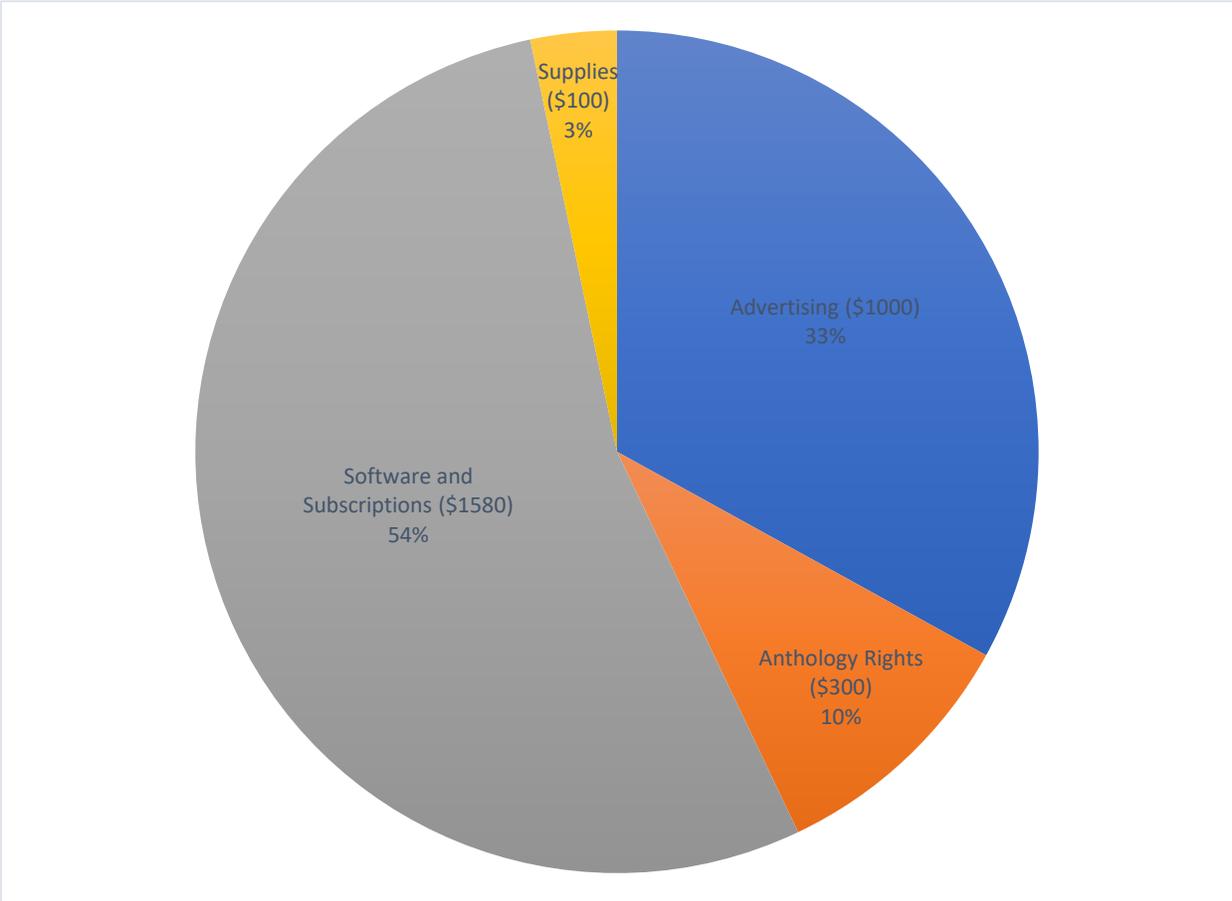
8.09 Anthology Rights to Publish Payments

Authors who have submissions included in the primary (annual) multi-author anthologies do not receive royalties for the work but rather a one-time payment for the right to publish. For the time being, we offer \$5.00 for works 499 words or less and \$10.00 for pieces 500+ words paid via PayPal—we hope to increase these rates as the House becomes more established until we can pay the industry standard of \$0.08/word. Contributors also receive a free eBook and audiobook if one is produced. Anthology goals are 15 works, bringing these expenses to a maximum of \$150 per book, excluding PayPal fees. For "One-Shot" anthologies, there is no monetary pay and contributors receive a free digital copy of the anthology.

8.10 Audience Askew Rights to Publish

Contributors (authors, poets, and artists) who contribute to the *Audience Askew Literary Journal* receive a free digital copy of the issue their work is printed in. There will occasionally be contests in which the winner will receive a featured position and a monetary reward.

8.11 Annual Budget



Appendix

Faewalk Shared Universe

This "shared universe" (a fictional setting developed by different interconnecting works by separate authors and artists that can stand alone or host additional stories) has its roots in the Macy Blush Collection, stemming from revising those novellas to eliminate any possible copywritten or trademarked terminology. The Wiki (www.faewalk.com) details the people, places, things, and history, of Faewalk, a "Cliched fantasy world where all the tropes can be found."

Authors may base their work in the shared universe, and if Nat 1 LLC published that work, the new content from the story would be added to the Wiki for other authors to use. The only hard and fast rule for this project is that authors cannot use characters from the books or short stories without written permission from the creator or by collaborating with the original author, which the House will help facilitate.

Authors retain full rights to their characters and story, but the setting remains the intellectual property of Nat 1 Publishing, which allows any author—in-House or out—to use without risk of legal action.

Submission Guidelines

- No sexism, racism, ageism, ableism, or any other isms.
Works may contain these themes so long as they are not presented as a positive;
- It must be your own original work;
- It must be previously unpublished
exceptions: works posted on personal blogs, websites, Patreon, Reddit, etc. Artwork can be submitted if it is still in your right to do so after a previous publication;
- It does not infringe on existing copyright material (this includes fan fiction);
- Simultaneous submissions are okay; if accepted elsewhere, let us know ASAP;
- Please don't resubmit a rejected piece. If you've made significant revisions, contact us first.
- We read submissions blind. **Do not put any identifying information on your submission**, including the file name.

We only take submissions via *Submittable*.

Audience Askew Volumes, Issues, and Reading Periods

Issue 1 (summer) released July 15th: Random theme (Submission window: Jan 1–March 31.)

Issue 2 (autumn) released October 15th: Horror/spooky (Submission window: April 1–June 30.)

Issue 3 (winter) released January 15th: Random theme (Submission window: July 1–Sept 30.)

Issue 4 (spring) released April 15th: Unthemed issue (Submission window: Oct 1–Dec 31.)

Because of the short length of the journal alongside heavy submissions, one accepted short story, poem, or art piece may be highlighted each week on our website in our Featured Works section. To be eligible, these pieces must be well polished and not require house edits.