The Perishables Project

the perishables project.com

perishables book.com

Attempting to sell ten copies of my short novel to persons who do not already know me.

@mcmanlypants @PerishablesBook #cc10
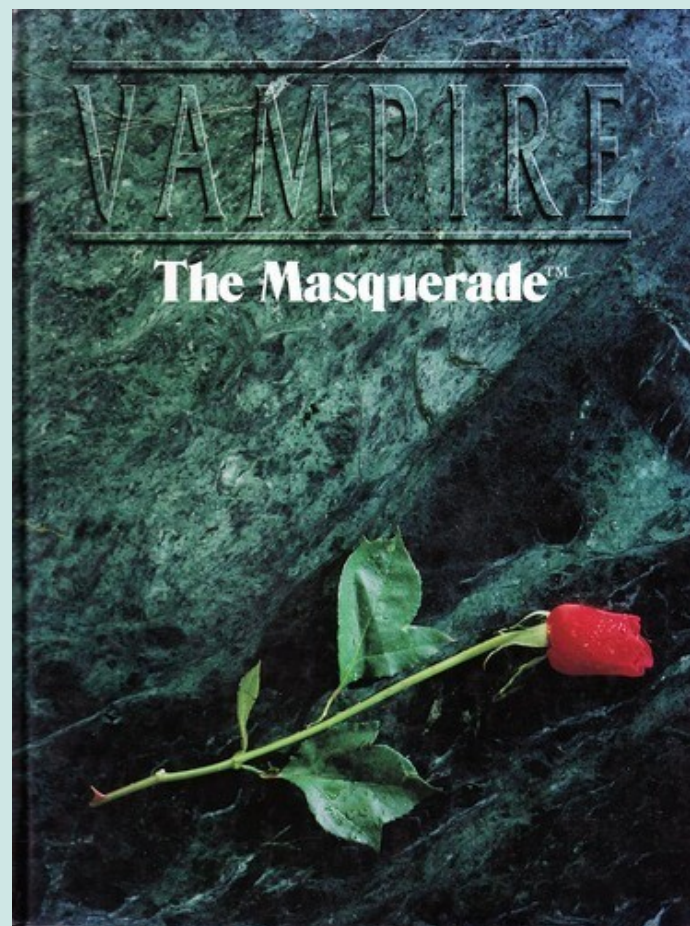
Shared-World Origins

My characters have their origins in an explicitly shared world: White Wolf created a setting and I created some of the characters who inhabit it.

So did everyone else.

RPGs: Shared Goals & Efforts

RPGs rely on friends making up stories together, riffing on one another's ideas and remixing them.

Ultimately appeal to the satisfaction players derive from problem solving and performance.

Over time, stories grow out of characters' motivations and rivalries rather than arbitrary quests.

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Creativity Breeds Creativity

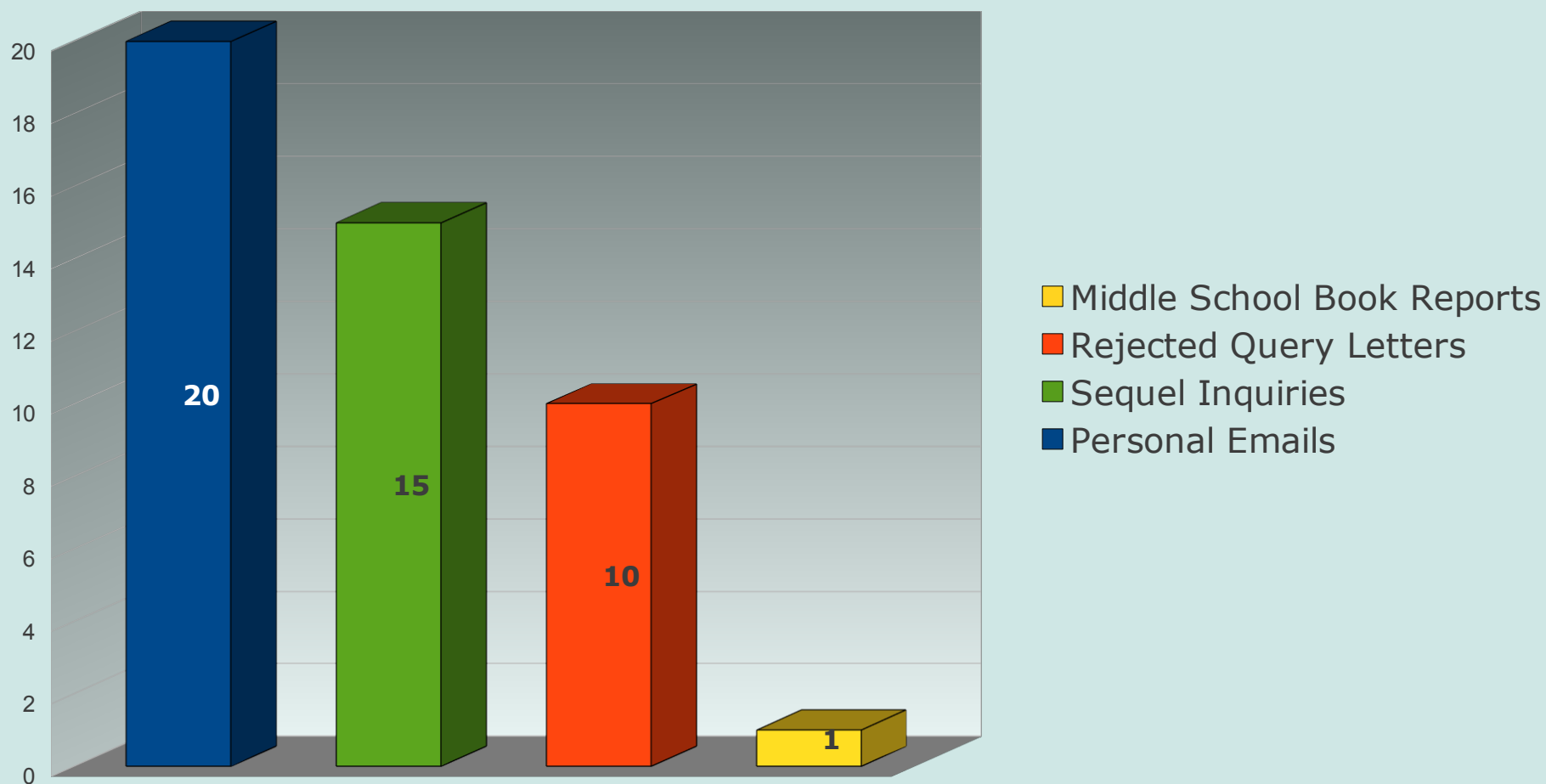Player-creators drive one another to widen the experience by becoming artists, writers and storytellers.

The first third of the first draft of *Perishables* was written and released under Creative Commons with no marketing, no editing and an almost entirely blank web page.
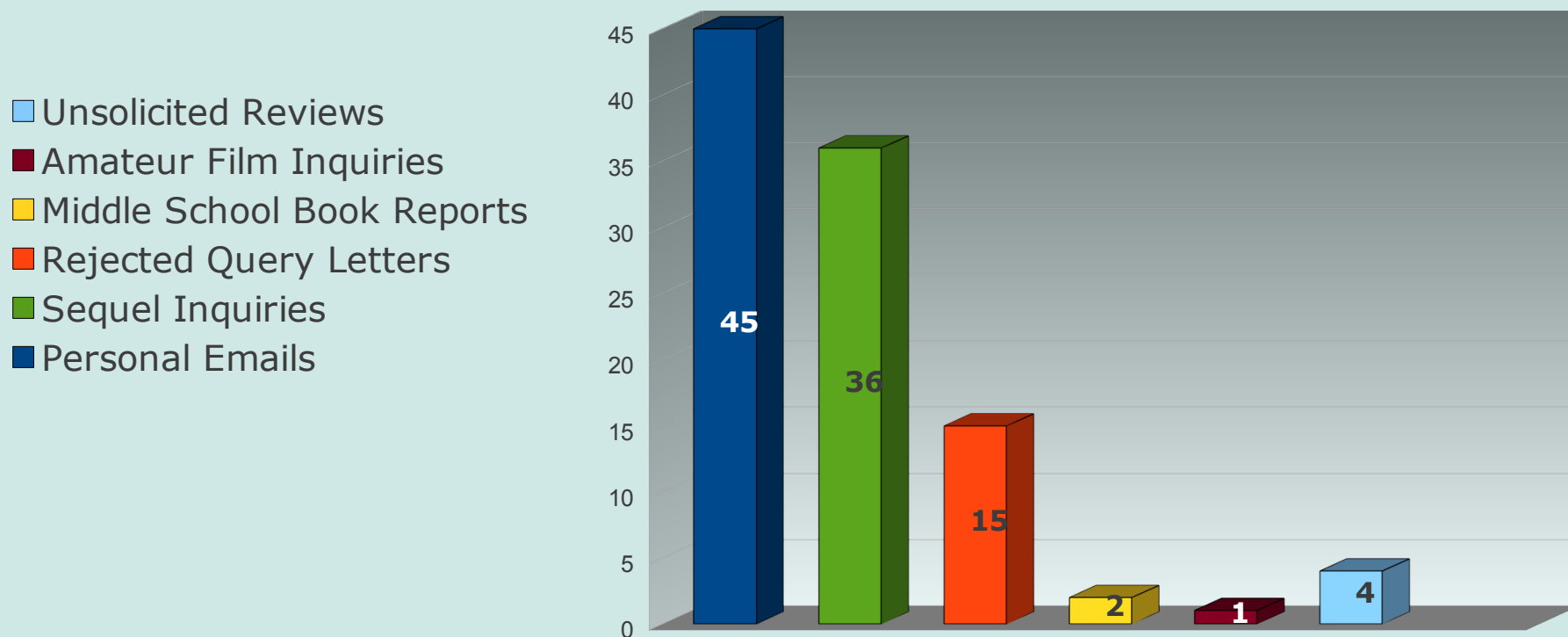

The basic concept: vampires find zombies more *inconvenient* than *scary*.

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Availability Encourages Attention
Year One

Legend:
- Middle School Book Reports
- Rejected Query Letters
- Sequel Inquiries
- Personal Emails

Values: 20, 15, 10, 1

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Year Three: 2/3 of 1st Draft

Legend:
- Unsolicited Reviews
- Amateur Film Inquiries
- Middle School Book Reports
- Rejected Query Letters
- Sequel Inquiries
- Personal Emails

Chart values: 45, 36, 15, 2, 1, 4

Consumers Seek Content

<u>Any</u> Content

Even first drafts riddled with typos and plot holes.

Come to think of it, the zombie comparison is unkind and unwarranted but there's a lot of good irony and tension there, y'know?

Time to Get Real

"One of his sketches featured a character wearing a Christmas sweater. **I've mixed and matched a few of his ideas** to develop the sketch you see below.
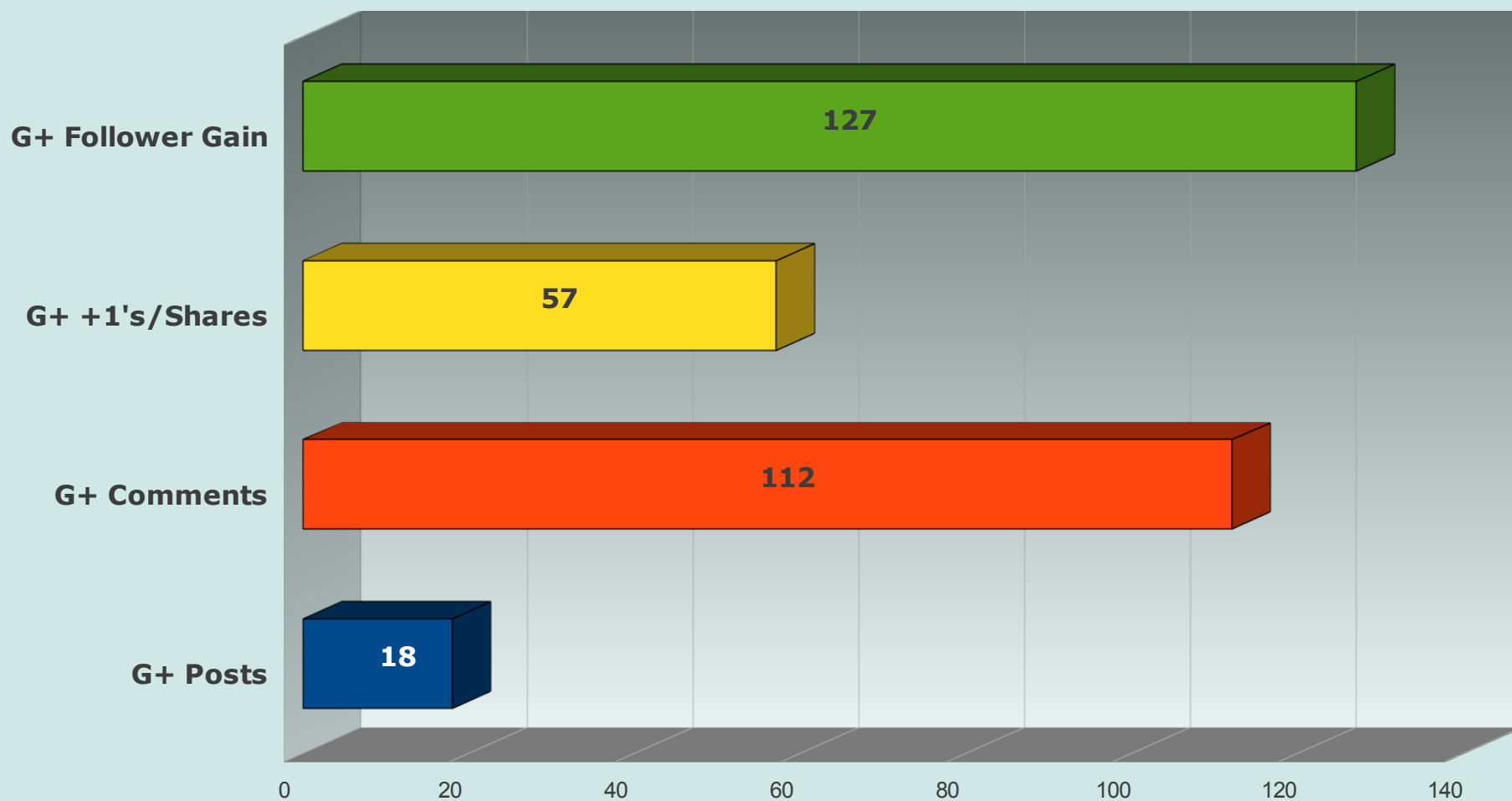
"I wanted to communicate that this book is funny. I tried to accomplish that by using a somewhat cartoony style and **tweaking some of Michael's suggestions and playing them off of one another**...

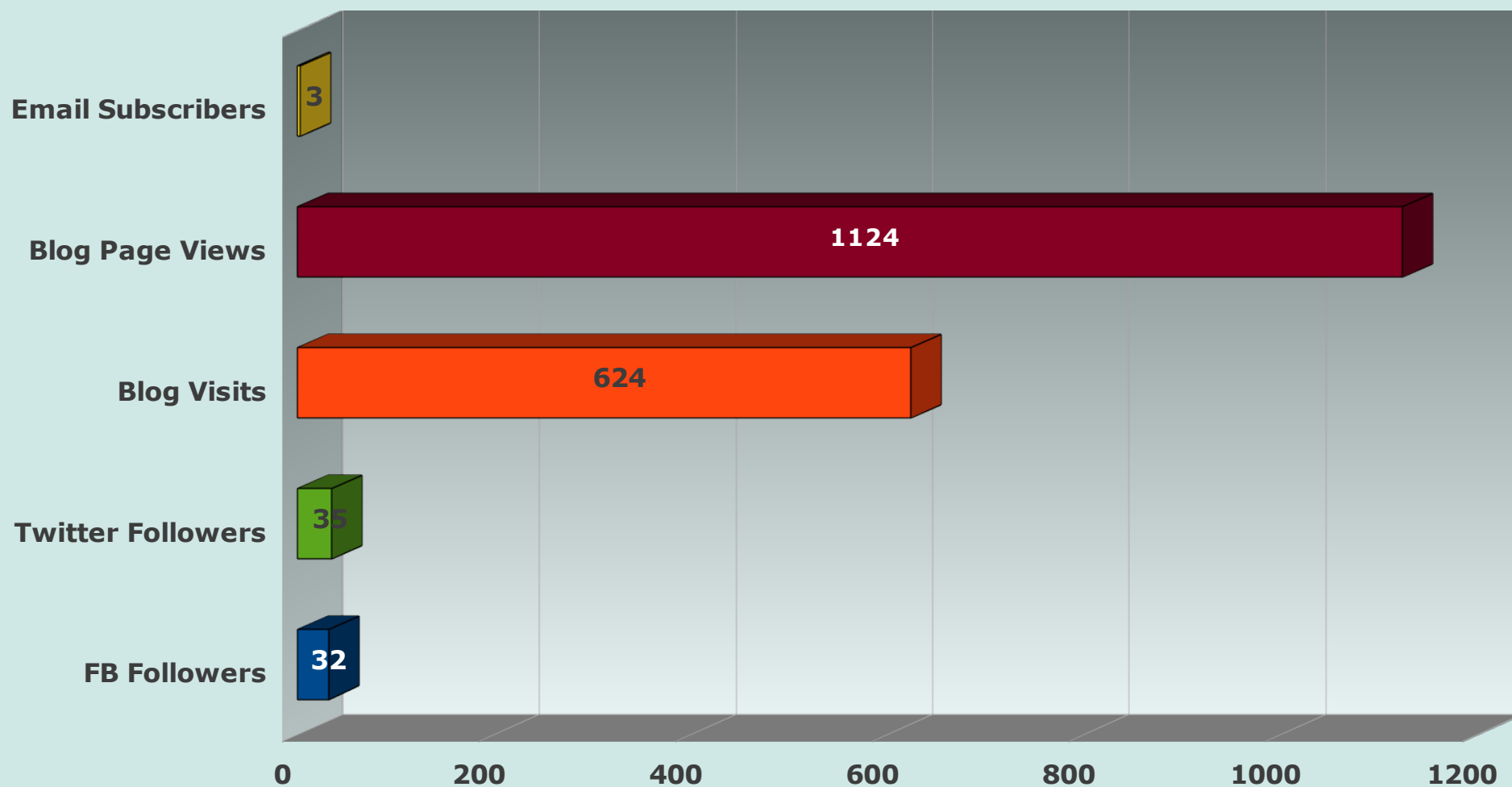"**At this point, we can change anything**... so, feel free to ask me to change anything you don't like."

– John L. Ward in public G+ posts

PERISHABLES
WINNER OF THE
2012 LAINE CUNNINGHAM NOVEL AWARD

MICHAEL WILLIAMS

Public Cover Design via G+

- G+ Follower Gain: 127
- G+ +1's/Shares: 57
- G+ Comments: 112
- G+ Posts: 18

0   20   40   60   80   100   120   140

Other Social Media Effects

Ideas Used

- **Banner ads on an RPG discussion website (www.yog-sothoth.com)**

- **Paper handbills/cards/etc. at conventions (Dragon*Con 2012)**

- **Blog interviews**

- **Podcast interviews**

- **Include excerpt of sequel**

- **Include links in ebooks**

- **Pull quotes from positive reviews**

Ideas I'm Told I Shouldn't Use

- **Banner ads on any kind of website (true)**

- **Paper goods at conventions (maybe)**

- **Free or discounted introductory content (false)**

- **Inclined pricing (false)**

- **Discounts (false)**

- **Email (apparently so!)**

- **Any promotion that costs money (true)**

Closed-Source Marketing

- **No one knows what works**

- **No one knows what doesn't work**

- **In a combination echo-chamber & vacuum, no one can hear you scream**

(Submissions gratefully accepted for a better metaphor.)

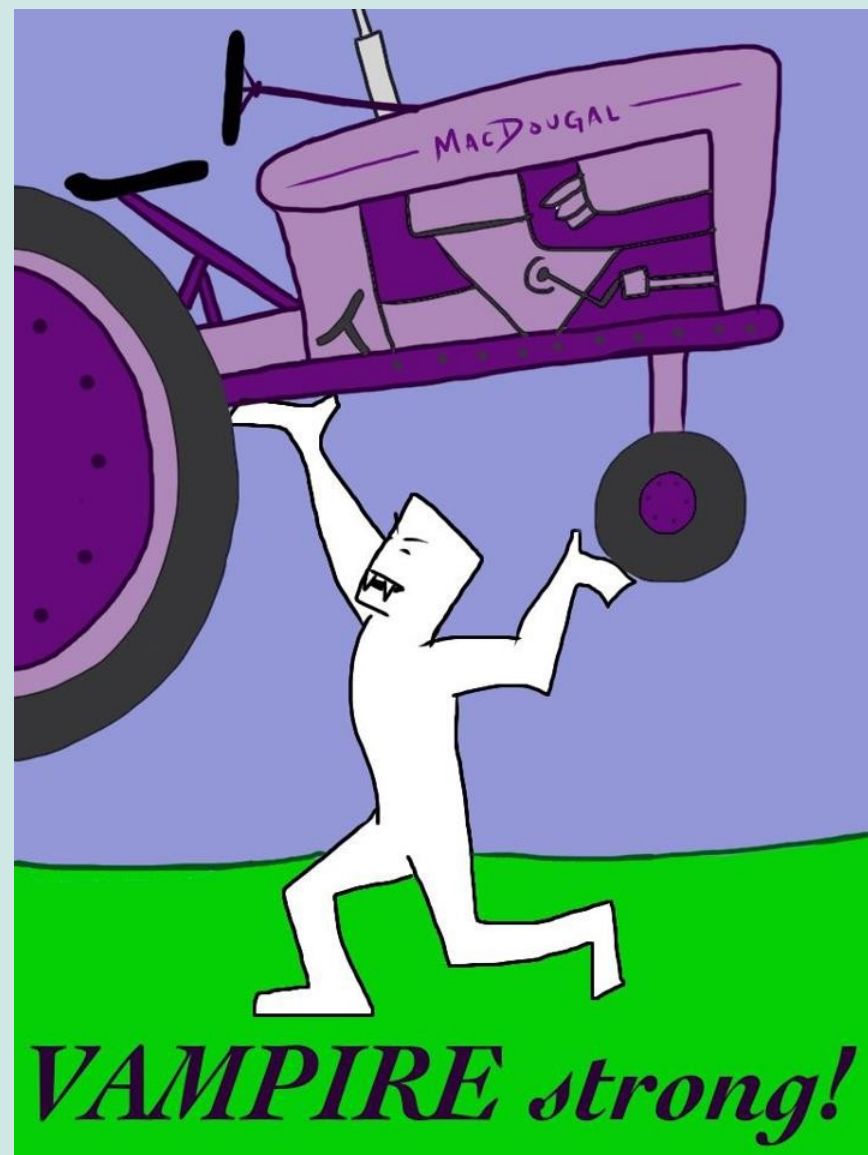@mcmanlypants @PerishablesBook #cc10
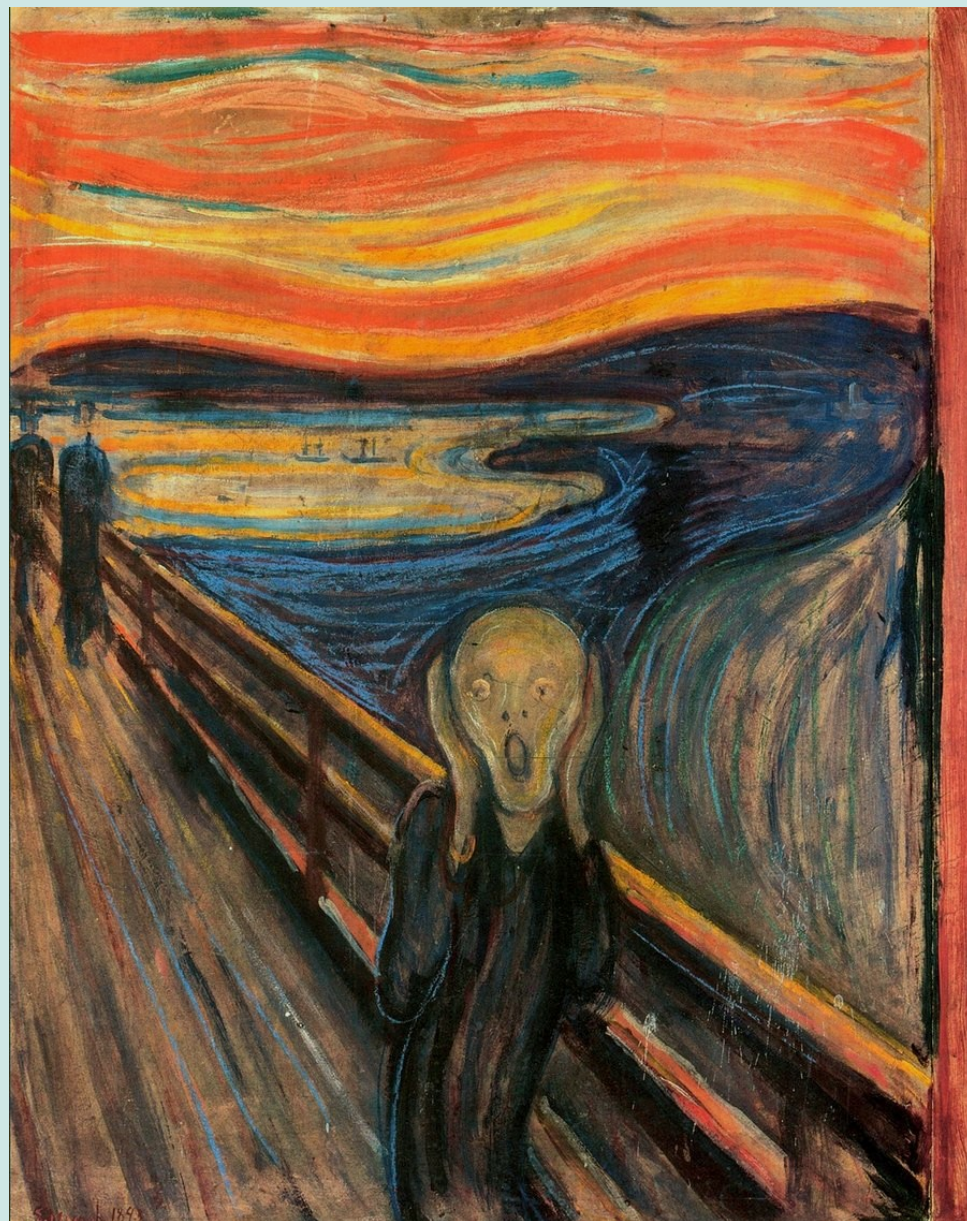
Ideas I Like

- **Sequels forming a series**

- **Free samples on Amazon & Smashwords**

- **Prequel & interstitial short stories between novels for free or very cheap**

- **Inclined pricing for novel series**

- **Marketing intern with $100 to spend**

- **Non-paper physical goods (charms)**

- **Attend conventions as guest or vendor**

- **Paper goods in local stores w/ overlap**

Next Steps

- **Public development of cover for *Tooth & Nail***

- **Public professional editing of revised draft prior to publication**

- **Finish *Tooth & Nail* doodles**

- **Identify internship targets**

- **Offer "The Vampire" for free on Amazon & Smashwords**

- **Select sample of *Deal With The Devil***

- **Write interstitial short story "Monster Mountain"**

MACDOUGAL

VAMPIRE strong!

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Contact Me!

Perishables is **FREE** at **bit.ly/PerishablesBook** with coupon code **EJ94S**!

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Perishables & The Perishables Project

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