

## Rosetta Solutions

*Creating Buzz and Increasing ROI in Pre-Publication Review, Marketing, and Sales*

Ted Treanor

President

Rosetta Solutions Inc





# Agenda

- Introduction
- Issues
- Tour
- Benefits
- Conclusions

# Rosetta Background

- Since 1996 published >1,000 titles
- Patent Pending RosettaMachine™ technology
- Manuscript-to-Market™ publishing platform
- Streamline and automate digital publishing
- Production- 1996
- Conversion- 2000
- Distribution- 2001
- Marketing- 2007



# Take-aways

- What reviewers hate about galley submissions
- Myths about galley ROI, and how to get some
- Permission-based marketing applies
- Which standards count
- How to reduce your galley costs by 50%
- How to increase your global reach

# Solving Publishing Problems

- Costly to promote new titles
- Print Galleys, “Not for Resale”, become used books
- Minimal feedback from traditional Galleys
- Expensive uninvited mailings
- Need for operational efficiencies
- Explosion of new Reviewers on web sites, blogs...

# Solving Reviewer Problems

- Continuous waves of uninvited physical books
- Costly to re-distribute free galley to reviewers
- Constant interruptions from publicists
- Labor intensive workflow
- Missing metadata- basic marketing information

# The role played by standards

- BISG.org- ONIX
- IDPF.org- OeBPS-OCF
- DocBook
- Emerging AAP/BISG- Discovery & Browse

# Technology Contributions

- Standards– machine to machine automation
- Improves both B2B and B2C
- Speed time to market
- Reduce operating costs
- Network effect– connections to more people

- ▶ My Galleys
- ▶ My Projects
- ▶ My Newsletter
- ▶ My Reviews
- ▶ My Reports
- ▶ My Media Storage
- ▶ My Community
- ▶ My Profile
- ▶ My NetGalley Blog
- ▶ Search the Netgalley Catalog
- ▶ NetGalley Forums
- ▶ NetGalley Blogs
- ▶ Services

ADVERTISEMENT



**Title:**

**By:**

**Publisher Name:**

**Imprint Name:**

**Category:**

**Audience:**

**Language:**

Sample Galley

- Podcast interview with Sandy Weill (MP3)
- Video sample of author performing (URL link)
- eBook download Review Copy (PDF)
- Read Online browse Review Copy

Sample media links

Galley Maintenance

- SAVE GALLEY
- PREVIEW GALLEY
- ADD MEDIA
- ARCHIVE
- DELETE

What do you want to do today?

- Write a Newsletter
- Write a Review
- Add a user to my community
- Browse the netGalley Catalog
- View the latest reviews

Helpful Links

- PMA
- AAP
- ONIX
- BISAC
- IDPF

Galley Layout Style

Conservative

Print Edition

Print Edition ISBN:

Audio Book Edition

Audio, MP3 Edition ISBN:

eBook Editions

Microsoft Reader Edition ISBN:

Mobipocket Reader Edition ISBN:

Palm eReader Edition ISBN:

Adobe eReader Edition ISBN:

Short Description

**B I U** |

Free Sandy Weill started his business for the first time with \$20,000 in borrowed cash in 1960, and relying on uncanny entrepreneurial instincts, Sandy created one of the leading securities firms in the U.S. and became one of the best known businessmen in the world. After selling his company to American Express and becoming its president, he experienced a

## Next Steps

- Adopt and adhere to industry standards
- Collect complete ONIX records early
- Seriously reduce the number of production processes
- Understand your galley program costs...and benefits
- View content life-cycle as circular not linear
- Tip: eliminate redundancy

# Contact

Rosetta Solutions, Inc.  
Seattle, Washington USA  
[www.RosettaSolutions.com](http://www.RosettaSolutions.com)

NetGalley  
[www.netGalley.com](http://www.netGalley.com)

Seattle Book Company  
[www.SeattleBook.com](http://www.SeattleBook.com)

Ted Treanor [ted@RosettaSolutions.com](mailto:ted@RosettaSolutions.com)