

**Key Principles of Publishing**

Publishing is the process by which content is disseminated from a creator or author through a distribution channel to an audience to digest and consume.

But it is much more than that; it is a means by which to communicate an idea or concept from the consciousness of one person to the consciousness of another. In other words the transfer of an intellectual thought in one persons mind to another's. This is important to understand as without a clear grasp of this concept the publishing process can be confused, disjointed and misdirected; but by being focused on this issue the publisher can make sure that the concepts are communicated clearly, efficiently, and with maximum impact.

**Let's look at the stages of this communication process...**

So, I have an idea in my mind; it could be a scientific theory, a piece of philosophy or a plot of a novel; either way it is an idea that I can visually, taste, smell and touch, and I want to communicate this to another individual, so what do I do next? Well no matter which media I choose I have to transfer the idea in my mind to some form of external media, and accepting the limitations of that media, set down the best representation of the neural patterns in my brain in words, images and sounds. Having done so I can then set about the traditional publishing route; I package the content into a book, or video, or email, or any of the multitude of channels now available to us, I deliver it either electronically or physically, and wait for the consumer to digest it.

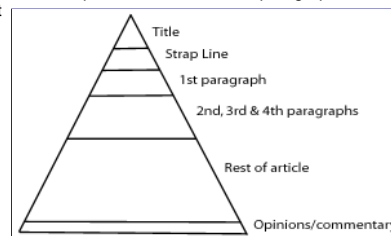
But most people believe the publishing process stops there – it doesn't. Until the consumer has digested the content, considered it and most importantly accepted the concepts, ideas or narrative into their consciousness the process has not been completed. If the process at either of these final stages fails the publishing process has to be started again; re-conceived, re-packaged, re-composed, and re-delivered. This process perpetuates till the consumer accepts the ideas into their consciousness or the author has failed.

**Now lets look at the structure of content...**

When we were all at school we were taught to write a story or essay with a start, middle and end. This model of writing doesn't work anymore no matter whether the content is factual or fictional. Now this will get difficult for me to explore in each scenario in detail so instead I'll try and communicate some general ideas that can be applied to all types of publishing. The key distinction is to let go of the idea of creating great works of composition but instead think of creating small components that can be combined together to tell a story or communicate an idea. This idea of breaking things down into components or "grains" is an idea that has been well established in database publishing for many years. The key principle of this is that having created "grains" we can then combine them in different combinations depending on the needs of the consumer and the delivery media we use. This puts the consumer at the centre of the communication process, giving them what they want and when they want it, and allowing us as authors and publishers to generate new revenue streams and maximise the profit from our investment in generating content. In short; customers get what they want and we make more money!

**Let me give you an example...**

If you look at any newspaper story, it exists in a triangular structure where the story is told in its entirety but at different levels of detail depending on which part of the article we read. So the headline tells the whole story, as does the strap line, as does the first paragraph, as does the next three paragraphs as does the rest of the article. It forms a triangle of content where each layer tells the whole story but just at different levels of detail.



This then enables us to sell the content at different levels at different price points depending on which part of the article we read. So the headline is free, the strap line is free, the first paragraph is free, but the next three paragraphs have a price tag, and the bulk of the article including the opinion carries a premium. This draws in readers and increases revenue.

Similarly each "grain" can be sold on various media at different price differentials which again increase revenue. The triangle has now become a pyramid! Different media delivering different content and at different prices points is now the publishing model for the world we live in.

**So what's the conclusion? Where do we go from here?**

Having grasped this idea we can now see the problem for traditional Publishing operations, they don't understand the different media; how they are used in the real world or the technology they are built on. They also do not have the people, technology or company structure needed to deliver this diverse range of products. In addition, their traditional publishing operations are being attacked on all sides by reducing revenues, increasing costs and these new delivery channels which circumvent them. These companies need to restructure their business model, invest in new technology and change the way they market and sell their products. If they don't they will slowly decline as other types of publishers encroach on their market space until their turnover falls to a point were they become unviable.

If you would like to discuss any of these issues or how they can be applied to your particular circumstances then please contact us by email [info@cmp-online.com](mailto:info@cmp-online.com) or by phone on +44 (0)1932 888864.