

BEYOND THE BOOKSHOP

THE CREATOR ECONOMY FOR AUTHORS

5 April 2022

Joanna Penn, Orna Ross, Michael Anderle

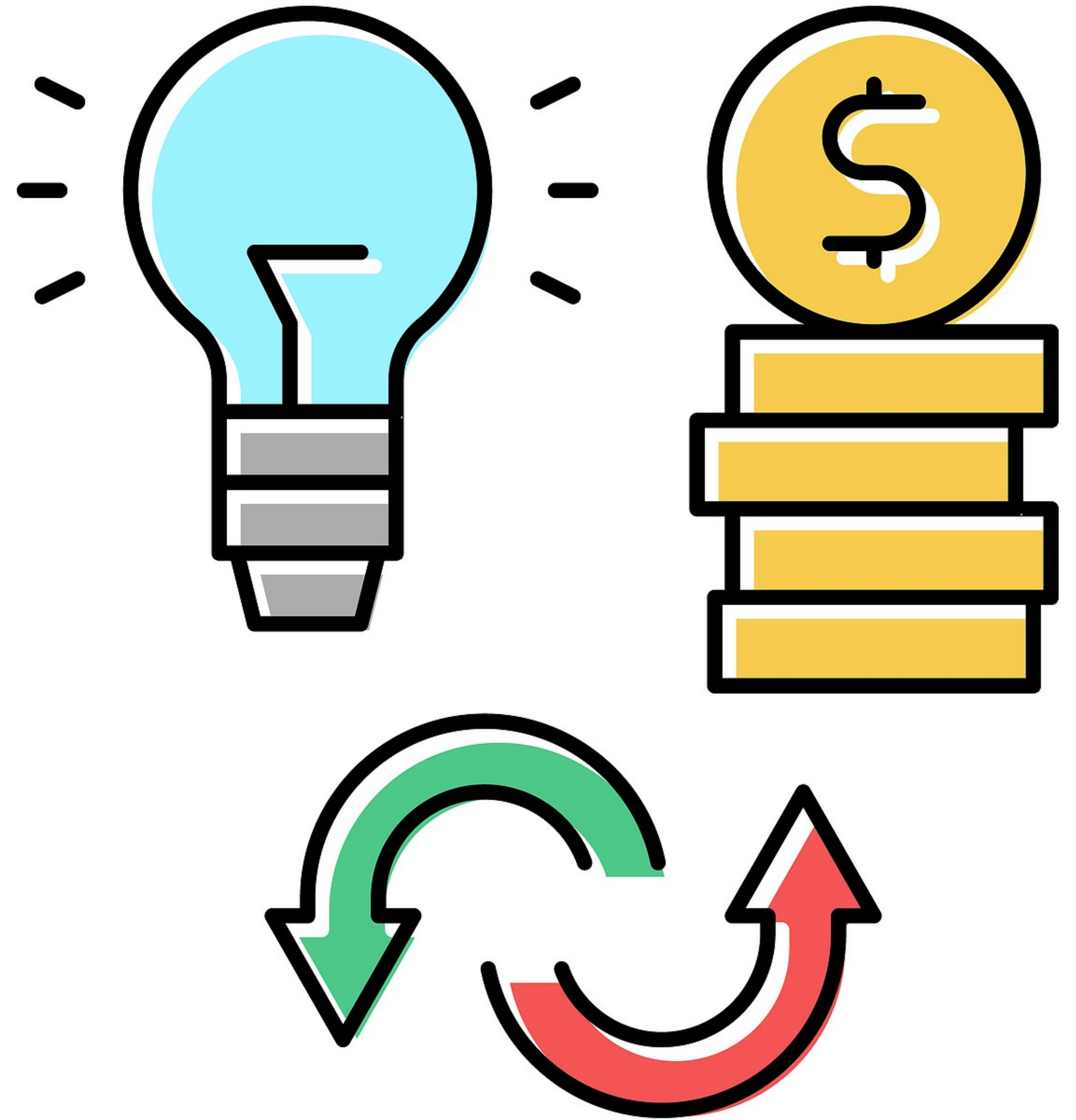
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Alliance of
Independent
Authors





ORNA ROSS

Poet, Historical and literary fiction author, non-fiction author.

Founder of the Alliance of Independent Authors.

One of The Booksellers Top 100 people in publishing



MICHAEL ANDERLE

Author and co-author of hundreds of sci-fi and fantasy novels and over 4 million books sold.

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Co-founder of LMBPN Publishing
Founder of 20BooksTo50K®



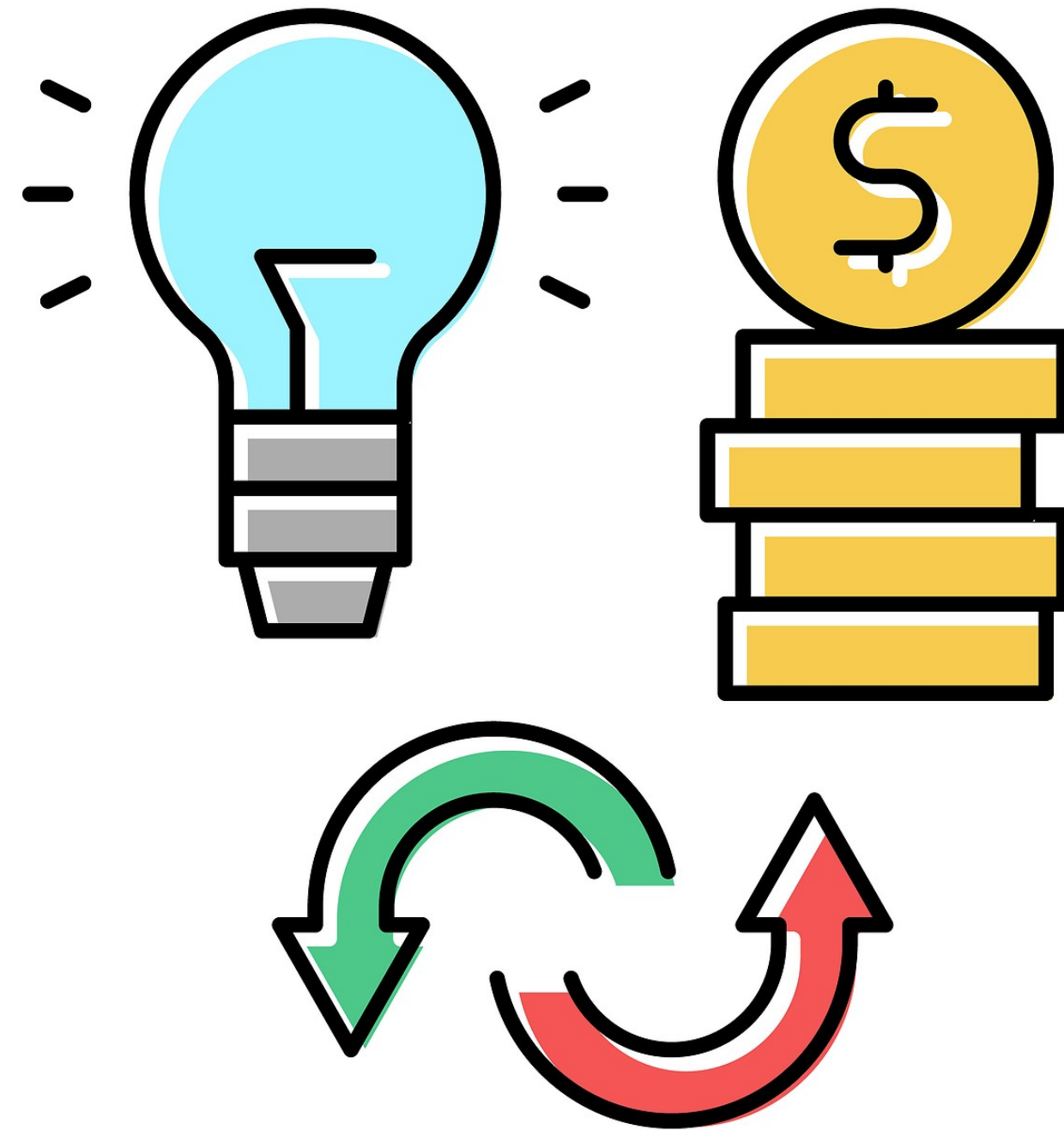
JOANNA (J.F.) PENN

Thriller and dark fantasy author, J.F. Penn, and author of non-fiction.

Award-winning podcaster and creative entrepreneur at The Creative Penn.
Futurist.

WHAT IS THE CREATOR ECONOMY?

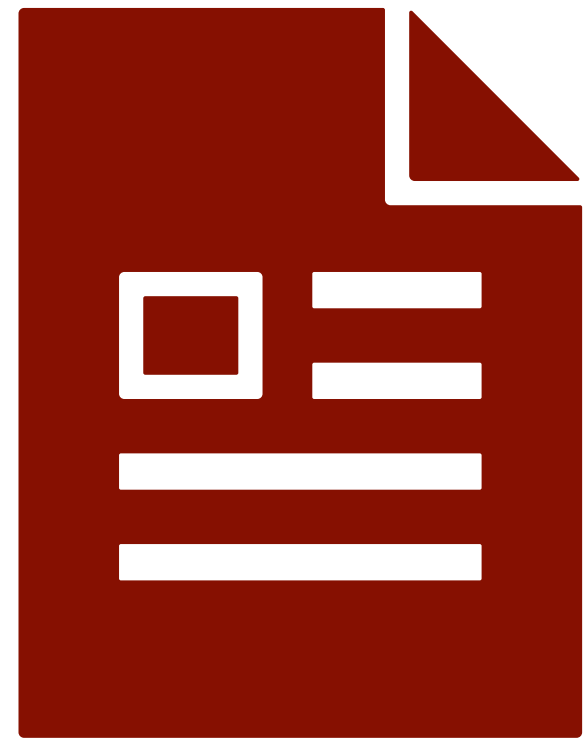
Creators
make things
— and put
them into the
world



Consumers
connect with,
buy from, and
support creators
they love

Creators make things ...

The Value of
Intellectual Property



The (Empowered)
Creator Mindset



... and put them into the world

Digital publishing in
multiple formats on
established online stores



Crowdfunding

Rights Licensing (foreign
languages, subsidiary
rights)



Patronage, subscriptions
and membership

Direct sales to readers,
listeners and fans

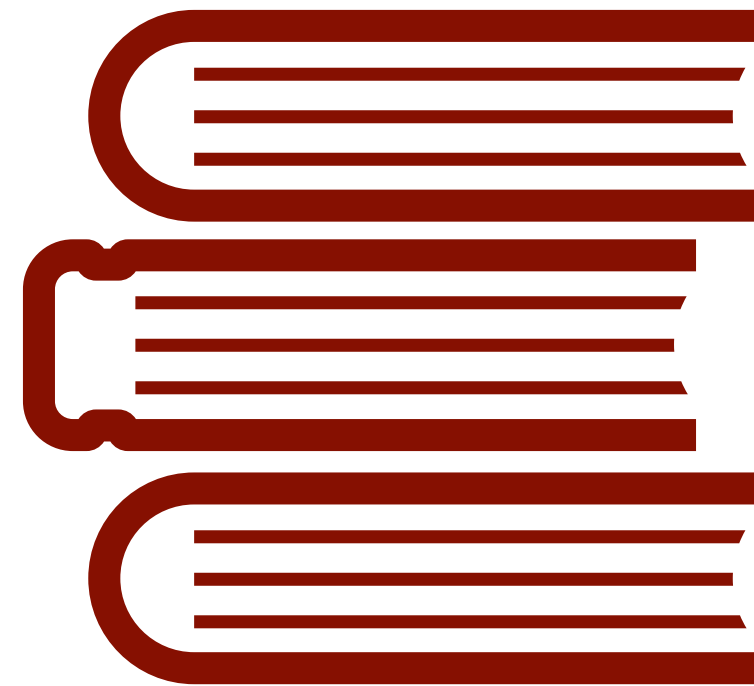


Other products:
Merchandise, Online
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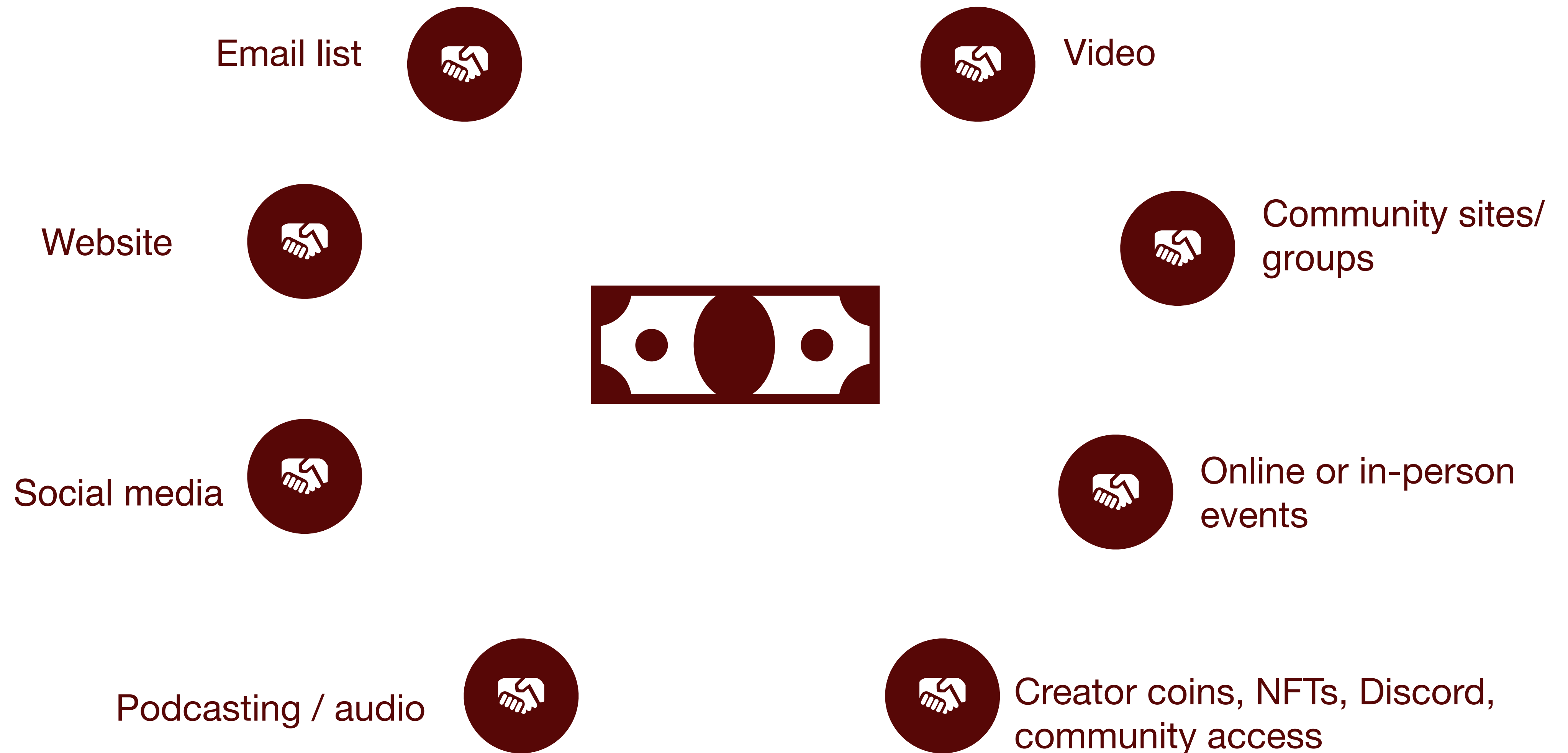
Premium limited editions — both
physical and digital



Sponsorship, advertising, and affiliate
commission



Consumers connect with, buy from, and support creators they love



It takes time to learn — but there are lots of authors sharing the journey! Join us.



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