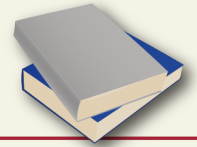




WYMERNOVELS™

atheneum of the mind



Business Plan

First Edition
March 10, 2019
Revised
August 5, 2022

Mission Statement, Vision, and Opportunity

Troy D. Wymer provides entertainment for readers to escape the stresses of life by capturing their imagination with science fiction space opera on a galactic scale. WymerNovels strives to be an atheneum of the mind as fans retain the richness of each story.

The WymerNovels Solution

The ideal reader for WymerNovels titles is generally adults of either gender who like science fiction and specific target audiences who enjoy space opera and/or erotic space opera.

WymerNovels serves mature audience readers in the space opera subgenre and adult audience readers in the erotic space opera subgenre with seamless scene integration.

The WymerNovels Difference

WymerNovels titles are full of details that often interweave throughout the story. They are stories that are not afraid to touch on erotic scenes and still have a fascinating story arc.

Escape the daily grind and let Troy D. Wymer take you on a journey across space and time as he captures your imagination with some awesome science fiction space opera. Sink into the experience of other worlds as you read his novel *Lightyears Trilogy*. There are three books in one that build upon each other. You will meet characters like Roedie and Tereena and follow them throughout their lives on their adventures that take them through the galaxies. Brace yourself for a ride that will take you along side Shane on his journey to find an ancient treasure in the novel *Treasures From Afar*. Follow Sierra across the galaxy as she provides relief from galactic disasters, advocates for sexual freedom, and sings for the symphonic metal band Maranadda in the erotic space opera *Xeno Tryst*. Go back 1,000 years in *Feathers of Sharda* and discover the events that set the stage for Sierra to advocate for the Humolfans in the epic conclusion of the *Xeno Tryst Duology*. The adventures await you. Order a WymerNovels title today.

Lightyears Trilogy received a 5-star review, *Treasures From Afar* received a 4-star review, *Xeno Tryst* received a 5-star review, and *Feathers of Sharda* received a 5-star review from Readers' Favorite. They have beautiful cover artwork and have perks of extra information in the appendices. Depending on the book, the appendices may include family trees, lists of galactic leaders, galactic maps, and other interesting information. Terminology indexes are always included in the appendices, where specific words that Troy D. Wymer created are listed and what chapter they first appear in.

You owe it to yourself to spend some much needed quality time enjoying a great novel or four. And they are stories that have vivid world building, enough to blow your mind and move you to read the next chapter.

Readers can fly to distant worlds, enjoy vivid scenes, and ride along side compelling characters. The world

building that Troy D. Wymer creates is very detailed and realistic. Fans will enjoy book layout and formatting that is consistent across all WymerNovels titles. Troy designs the captivating cover artwork himself and attempts to capture the cover scene in the story.

Production

Troy D. Wymer wrote the *Lightyears Trilogy* in the 1980s and *Treasures From Afar* in the early 1990s. It wasn't until 2016 that he decided to revise, edit, and publish the titles, which took two years to complete. He combined the three *Lightyears* universe stories into one book. In 2018, both *Lightyears Trilogy* and *Treasures From Afar* were self-published. In 2019 *Xeno Tryst* was self-published as book one of the *Xeno Tryst Duology*. Troy D. Wymer self-published *Feathers of Sharda* as book two of the *Xeno Tryst Duology* in autumn 2021. He plans to continue writing and delivering exciting new science fiction space opera for readers, with a release every year or two. It is his intention to keep the releases at least novel length as defined by the Science Fiction & Fantasy Writers Association. WymerNovels social media is updated regularly and WymerNovels blog is updated when new information is available.

Business Model and Structure

Troy D. Wymer is a sole proprietor of the self-publishing imprint WymerNovels. Troy D. Wymer works with BookBaby to publish his books in paperback format that are sold at local retailers and events, in eBook format that are sold online globally, and print-on-demand (POD) paperback format that are also sold online globally.

The WymerNovels business model is considered "Going Wide" with global distribution for eBooks and POD. Troy D. Wymer adheres to the Longtail model of marketing for his self-published titles.

Distribution Channels

Information regarding WymerNovels titles can be found at www.WymerNovels.com as well as social media, including Goodreads, Readers' Favorite, Facebook, Instagram, Amazon, Barnes & Noble, Kobo, Indie Bound, and many more globally. The paperback books are distributed through IPG, Ingram, and Baker & Taylor for POD and through BookBaby for direct sales on the WymerNovels BookShop pages.

Pricing Models

Pricing for paperback books is slightly above average for the 6 x 9 paperbacks, due to the cost of higher quality production. eBook prices are very competitive.

Collaboration

Troy D. Wymer has collaborated with the local Kent District Library in its Local Indie Author collection and some WymerNovels titles are located at two KDL branches, Kentwood, Michigan and Cascade, Michigan. The Tamarack Library in Lakeview, Michigan has purchased a copy of *Lightyears Trilogy* for their shelf. Troy D. Wymer has submitted a short story in the 2019 Write Michigan Short Story Contest, sponsored by KDL. He is featured in a 2019 interview with Shane Wymer. Troy is also featured in a 2019 Pages Promotions Indie Reads TV interview with Diana Kathryn Plopa and as well as a featured author in the Pages Promotions June 2020 Virtual Book Festival Zoom meeting. Both Pages Promotions videos are available at www.pagespromotions.com and the Pages Promotions YouTube channel, respectively. In 2021 Troy D. Wymer is featured as an author in the short stories anthology by Pages Promotions called *Monster Hunter Intern and Other Tales* with his story titled *Found*.

Troy D. Wymer does local book signings to make connections with readers and booksellers and attempts to have booksellers carry the WymerNovels titles.

Professional Development

In 2018, Troy D. Wymer attended the KDL Writers Conference: Crafting Edition at the KDL Service Center in Comstock Park, Michigan. Troy also participated in the 2019 Spring Writers Conference where he did book signings and a giveaway for his WymerNovels titles. He has participated in multiple Zoom meetings with other indie authors during the Pages Promotions June 2020 Virtual Book Festival Zoom meetings, which are available at www.pagespromotions.com and the Pages Promotions YouTube channel.

Comparable Authors and Titles

Troy D. Wymer's titles are similar to authors, such as Kevin J. Anderson and Timothy Zahn, and they are comparable to stories like *Star Wars*, *Battlestar Galactica Classic*, *Buck Rogers in the 25th Century, V*, and *Dune*, except with some mature or adult content integrated into the story, depending on which WymerNovels title.

Launch Strategies

For each title, WymerNovels will release an overview and description, a cover design reveal, and a book trailer. The new title will be set up on the WymerNovels website, the BookBaby BookShop page, Goodreads, Amazon Author Central, and other websites. It will be promoted on the Facebook page, Instagram page, GabTV Channel, and YouTube Channel, as well as other social media platforms, groups, and pages. In addition, 1000 post cards will be ordered for marketing materials, an email blast will be sent to fans for a book launch party, a Facebook giveaway will take place, a book launch party will take place, partner booksellers will be informed of the new release, two donations will be made to the Kent District Library Local Indie Author collection, a Readers' Favorite review will be published when it is received, and a BookShop coupon code promotion will be announced.

Recurring Expenses

Some of the main recurring expenses for WymerNovels are editing, copyrights, publishing in print, POD, and eBook formats, ISBNs, website hosting, domain name registration, private registration services, marketing materials, office supplies, post office box, and transportation mileage.

Revenue

The main revenue for WymerNovels is from book sales online globally, at independent booksellers, and at events and book signings. Once a title is published, the sales of that title become residual income from that point forward. It is said that the average author makes approximately \$500 per year and that it takes about five years to break even. WymerNovels may explore selling T-shirts in the future. The success of WymerNovels is a work in progress.