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Joint Venture Sample Proposal

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Adam Chastain
President
InPrint Services, Inc.
9112 Newcastle St.
Buffalo, NY 14201

Mr. Chastain,

It was so nice to meet and brainstorm with you at the book convention in Chicago. It's amazing that we're from the same area but have never worked together.

I believe that our idea to create a new full-service company for authors who wish to self-publish is a perfect way to grow both our businesses in this confusing time for traditional publishers. My business partner Maya Lee is in total agreement.

I've included ideas for how the company would work in the following pages. Some of the ideas we worked on together at the convention, some were my own. Maya and I are willing to discuss any and all details.

Please give this matter serious consideration as soon as possible. Then, let's schedule a time to get together and hash out a formal contract and make this happen!

Sincerely,

Ella Jennings
President
SocialNet4U
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PROPOSAL

Joint Venture between InPrint Services and SocialNet4U

Prepared for: Adam Chastain
President

Prepared by: Ella Jennings
President





ALIGNMENT

As it now stands, InPrint Services, Inc. and SocialNet4U each provide approximately half the services commonly requested by authors desiring to self-publish. Both companies want to expand their customer base, and both have capacity to handle more work than each currently has scheduled.

By working together to package our services into a coherent whole that makes the process of self-publishing easy for an author, both of our organizations can profit handsomely.

We both have customer lists, proven marketing strategies, and expertise in our various niches. Now we need to sift through our separate information and strategies to focus on a new group of customers: authors.

By aligning our skills and knowledge and pooling our talents, we can form a new author service company to do the following:

- ▶ Turn word-processing files into ebooks and printed books
- ▶ Set up websites and promote social networking
- ▶ Advertise books and client services
- ▶ Sell and distribute books in both print and electronic forms





MARKET DEMAND

In recent years, with the introduction of many new electronic reading devices, the demand for electronic books has skyrocketed. Along with this, the opportunity for new authors to sell their publications as ebooks and print-on-demand (POD) books has also expanded. These authors include writers of specialized works (such as scientific studies, technical instruction manuals, and study guides for students) as well as writers of fiction and nonfiction for the general public. All predictions indicate that demand for ebooks and POD books will continue to expand exponentially for the indefinite future.

Each new electronic reader uses a slightly different format and/or offers slightly different options than other ebook readers, and each type of ebook may be sold by different internet sites. This focus on multiple electronic readers has resulted in a splintered ebook market that is bewildering to most authors. Most authors do not know how to go about preparing their writing for either ebook or print format, and they have little knowledge of where to sell ebooks to reach their intended market. We've listed a few of the common categories of authors our new joint venture will serve.

- ▶ **Amateur authors writing personal journals or family histories**

These authors typically want a website with communication capabilities, an ebook in multiple formats available on that website, and multiple printed copies for distribution to family and friends. They have little or no interest in selling to the general public.

- ▶ **Subject matter experts writing scientific studies or instructional books**

This category includes scientists and engineers who need to describe their research and results for funding agencies and peer review, hobbyists who want to reach a very specific group of readers (such as miniature railroad enthusiasts), and instructors at all levels who want to reach students. These authors typically want a website with communication capabilities, ebooks in multiple formats available from that website and all commercial websites, and print-on-demand capability everywhere.

- ▶ **Corporations**

Many corporations desire to take advantage of new opportunities to publicize their corporate histories or the stories of products or services they offer. For example, corporations have published biographies of their CEOs and their leading inventors. Corporations generally have an existing website, but need advice on how to promote and sell publications, as well as assistance with ebook formatting, printing, and distribution services. Corporations often want social promotion services as well.





SOCIAL NETWORKING

At SocialNet4U, we are experts in setting up and running social networking services for our corporate and individual clients. Our services include creating and hosting websites, providing email services, and establishing and promoting a presence through all the popular social networking venues. We regularly keep our clients in the social networking news in the following ways:

- ▶ **Regular updates to all important sites**

We work with our clients to provide news updates to all important sites regularly visited by the audience they want to reach. These updates might include product announcements, photos, interviews, coupons, or any item that might be of interest to our clients' customers.

- ▶ **News blasts**

When a client has a new product or service to offer or has won an award, we create a 'news blast' that travels throughout the internet. Depending on the client and the 'news,' a news blast might include any or all of the following: videos, contests, photos, and repeats of traditional newspaper or magazine articles.

- ▶ **SEO services**

We understand search engine optimization, and we regularly consult with our clients on ways to improve their rankings among all the major search engines.

- ▶ **Announcements and joint promotions on our own sites**

With each client's permission, we regularly announce client news on our own website and social pages, helping to create a 'buzz.' When appropriate, we also connect two or more clients to set up special social media events to benefit all parties, such as a joint blog, contest, or online discussion.

- ▶ **Internet market research and advice**

We provide research services to help clients find the best websites on which to advertise and sell their products.



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