

# Publishing Boost

Business  
Planning/Structure/Finance



# Structure

- Accounting
- Tax
- Asset protection

Limited Liability Company (Ltd)



- Potential risk of being sued (Libel)
- Risk to personal assets from creditors

Can some assets be owned by a separate company or trust



# Business Plan

- Start Up Plan
- Strategic Plan
- Budget
- Cash Flow



# Start Up Plan

- What resources are needed
- In-house Vs Contracted
- Physical Infrastructure



**ADRENALIN**  
publishing limited



# Strategic Plan

- Where you sit down and look at title or business
- Where you are/where you are going



# Where we are now - SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats



# Budgets

- Income by issue
- Cost of Sales (COS)
- Overheads



# Cash Flow

- In many ways more important
- When the money comes and goes
- Can you pay your bills on time



# Ad sales revenue

- By 30<sup>th</sup> month after invoice 50-80%
- By end following month 75% of rest
- Depends on industry



# Costs

- Contributors 20<sup>th</sup> month cover date
- Others 20<sup>th</sup> month after invoice
- Often mismatch with income due to issue dates



# Funding

- Put it on the house
- Cashflow finance
- Debtor backed funding
- Private investors



# Buying a title

- No set rules
- P/E on gross or net profit
- If no profit have to consider intrinsic value
- May depend on synergies

