

SplashPlay Thoughts #11



AUTHOR! AUTHOR!

You've Been Splashed!®

Author Gamification

We at SplashPlay cannot overemphasize our belief that gamification is compatible with an unlimited variety of businesses, foundations, institutions, and organizations. With few exceptions, SplashPlay can positively affect any marketing plan. In this installment of *SplashPlay Thoughts*, we'll explore a truly unique, and untapped business opportunity for SplashPlay's Gamification Consultants - Publishing.

Publishing Snapshot

According to the Associated Press, 25% of Americans don't read books. As such, of America's 200+ million adults, non-readers represent 50 million people -- Truly a sad statistic. However, on the bright side, if we turn our attention toward the silver-lining, we discover that 75%, or 150 million Americans are readers. In fact, based on *Nielsen BookScan* tracking, these readers consume 300 Million books annually averaging 2 titles each. According to the Pew Foundation, of America's readers, 69% still read printed books while 28% read e-books, and 14% listen to audiobooks. No matter how you slice and dice the reading community, it is an immense audience just waiting to fuel SplashPlay's Gamification engine. The real opportunity for SplashPlay's Gamification Agents, however, resides not in the

readers but rather the publishing world.

With just a little scratching of the surface, it's clear to see the publishing industry is replete with opportunity. Based on domestic publishing facts below, it's obvious there's a huge, untapped population of 800,000 authors, reporters, journalists, freelance writers, and screenwriters clamoring for their share of the American reader. Throw bloggers into the mix and the market swells to 43 Million potential SplashPlay Game Sponsors each reaching an audience interested in their unique dynamic content. Content that easily lends itself to gamification.

United States Publishing Facts

- 300,000 Books Professionally Published Annually**
- 458,564 Self-Published Books Annually**
- 1,600 Active Screenwriters**
- 700 Movies Released Annually**
- 150,000 reporters, journalists & freelance writers**
- 7,300 Magazine Titles Published Annually**
- 42 Million Active Blogs**
- 60% of Businesses have Blog**
- 25 Billion Blog Page Views / Month**

BLOG: Is a truncation of the expression "weblog." A Blog is basically a regularly updated website or web page, typically one run by an individual or small group, that is

Why Would Authors Gamify?

It's a well-known fact artists, of which authors are certainly classified, rarely make much money before their death. As an author, I personally don't find much joy in this fact. None-the-less, even successful authors, those selling 100,000 copies of their book annually, probably make less money than one would imagine. In fact, I know of books selling for \$12 from the shelves of national book stores that only yield \$0.29 (yes, twenty-nine cents) for the authors. So, 100,000 sold copies of a person's creative work earns the intrepid author a paltry \$29,000. Clearly not wealth building.

Some authors, though, find solace knowing their work is read by a larger audience comprised of "borrowers." In fact, your typical author's book reaches many more readers than those originally purchasing a copy. On average, a book is read by six readers borrowing books from friends and libraries. Certainly, all this borrowing builds a fan-base, but does little to put more cash in the pocket of our dedicated author. That is, until now. With a few quick calculations, we discover if the average fan of our illustrious author

answers twenty-five trivia questions monthly, either about the book or the writer, our author would earn at least \$30,000 annually. At the very least, SplashPlay is a quick and easy way to double an author's income without having to write one new word.

SplashPlay...More than a game!

SplashPlay's Gamification Agents understand there are more benefits to gamification than just more money. By incorporating SplashPlay into an author's publishing and marketing plan, a variety of valuable and tangible benefits are immediately realized...

SplashPlay Author Benefits

Branded Personalized Game Platform

Expanded Revenue Opportunity

Real-Time Reader Engagement

Social Media Promotion

Worldwide Real-time Reader Competitions

Encourage Loyalty with SplashPlay's Rewards Program

Deliver Real-Time Deals and Opportunities

Deliver Real-Time Announcements

Empower e-Commerce

The SplashPlay Author Offer

We're excited to announce a new SplashPlay offering designed to appeal to the writing community. Unlike the average local business, the publishing community provides SplashPlay incredible access to large and engaged audiences -- Each tallied in the hundreds of thousands actively engaged in Social Media. As such, to motivate writer participation, we are offering authors the opportunity to gamify individual titles or blogs for only \$99 per year. Each gamified titled provides the author the ability to reach a well-defined target audience segmented by title, promote loyalty and deliver real-time deals, offers and more -- All "*for not one single additional penny!!*" What author wouldn't pay \$99 to make \$30,000? Just as significant, in addition to the author benefits described above, our authors receive 20% of SplashPlay's revenue, with the SplashPlay Game Consultant earning the traditional 25% matching override.

Facilitating player engagement, each author's titles are provided a unique SplashPlay QR Code Real-World TouchPoint which can be printed in the book, emblazoned on the cover, added to a book mark, or printed on a business card. SplashPlay's Real-World TouchPoint can be published anywhere the author desires. One quick picture with a smart device and the author's game is alive and expanding his or her horizons.



Opportunity is Knocking

How big is this opportunity for you, SplashPlay Game Consultants? **Unlimited!** Very simply, if a SplashPlay Gamification Consultant wishes to earn \$100,000 annually, all he or she need do is secure contracts with three new authors/titles monthly totaling only \$297 in monthly license agreement sales. Annually, this represents \$3,564 in total sales! I challenge any sales organization to make \$100,000 in annual commission a reality on a mere \$3,564 in annual sales. This is truly an opportunity unique to SplashPlay.

Your Action Plan

So, what's your next step? First, with a little exploration among personal relationships, each SplashPlay Game Consultant will discover he or she has both direct and indirect access to dozens of writers -- professional and amateur alike. From fiction to history...cookbooks to text books...play writes to poets, all writers hope their work reaches an expansive audience and yields financial rewards. To spread SplashPlay's message, take a moment and view our Gamification for Authors video then share it with everyone you know and spread it across social media.

SplashPlay Gamification for Authors Video

Finally, SplashPlay is all about "thinking outside the box." Beginning immediately, you must expand your horizons and embrace the scope of SplashPlay's unique and unprecedented business offering. Keep in mind one very real fact; ***the clock is ticking***. Never forget, time is your most valuable non-renewable resource. Do not squander one second.

Good luck and remember...The Game is Afoot!!



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