



Beyond the Book[®]



ANNOUNCER: Welcome to a podcast of *Beyond the Book*, a presentation of the not-for-profit Copyright Clearance Center. Copyright Clearance Center is the world's largest provider of copyright-compliant solutions through a wide range of innovative licensing services and comprehensive educational programs for authors, publishers and their audiences in academia, business and research institutions. For more information about *Beyond the Book* and Copyright Clearance Center, please go to www.beyondthebook.com.

Q: Welcome again to *Beyond the Book*. My name is Chris Kenneally. I'm your host for this regular podcast series sponsored by the nonprofit Copyright Clearance Center.

And if you're an author or in the publishing business, you know that there's a great deal of information about you online but some of that is scattered and we're going to tell you today about a new comprehensive online directory for North American authors that's just been published from Nashville, Tennessee. With us is the cofounder of Filed By, Peter Clifton. Peter, welcome to the program.

A: Good morning, Chris. How are you?

Q: I'm just fine. It's great to have you on board here and we're very happy to welcome you and to give you the opportunity to tell people about a service that should interest just a few people, in fact, I think anybody who's an author of any kind. At this point, you're talking about something like 1.2 million profiles of U.S. and Canadian authors, and we'll tell people how they can get on board and what this service is all about.

Let's start then. What are your goals with this site? What are you trying to accomplish?

A: Well, Chris, thank you for the introduction and also for the description, and if I could back up just a little bit, you are absolutely right. We have created a huge number of author profiles through a site which is called Filed By Author. We are out of Nashville, Tennessee, not that that's particularly relevant, but our site, the goals for our site, really, is to become the most comprehensive online directory of author information.

We hope to accomplish this over time and how we intend to do it is to provide at the outset a free level of a Web page for every author in print and out of print in the United States and in Canada.



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Q: And that's all available for someone to come in and, if you will, claim their page right now, isn't that right?

A: Yes, it is. The way we started – in fact, on December 12, we launched an invitation to all authors who have an ISBN, a published author, to come into a private beta and the location of the private beta on the Web is at www.filedb.com.

We've had wonderful feedback from hundreds and hundreds of authors who've come in knowing that the directory was in a private state and would go live to the public so that they could find – locate themselves in the directory, claim their page, register and then begin to do some basic content ads, choose a photograph, a personal photograph that they want on their profile, to add a biography, to post a file, embed a video or even a podcast, to put up two links. The links could go to an author's website if they have one or a publisher page for that author, or really, anywhere that they would want to direct the links.

This combination of functionality creates a free, hosted landing page for every author, which doesn't exist in a single place, unified place on the Web, at least to my knowledge, that's completely comprehensive.

The importance, we believe, is that every author, irrespective of whether they're under contract with a publisher, whether they're self-published, whether they're published in the U.S. or they're published in Canada, provided they've published, they have a page in the directory.

One of the trickier aspects to all of this is that we've organized our site around the creators of products, and to my knowledge, that hasn't been done before and it's been a very interesting exercise. There are many, many authors in the community who have similar names. There are many authors who publish under pen names. There's lots of different variances of how the people who write books are treated and want to be treated on the Web. So our site allows people to find themselves and take some control over what's on their page.

Q: In fact, I think this feeds in directly to this shift that's going on in the media and publishing worlds where the author is assuming more responsibility and with that, more control over his or her – I was going to say profile, but that's a public profile as well as this profile online. Is that true for you?

A: I think so, yes. There's a few things that went into our wanting to do this. One is that we do see tremendous change taking place in the industry. The change is heavily impacted by technology, available technology that's becoming less and



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less expensive. And it's never been more important for an author of a work to be represented and well represented on the Web.

Now, as we all know, once information is posted on the Web, it is largely available and difficult to control. So we wanted to put some of that control in the author's hands, so to speak, so that they could determine what they wanted on their page, and that's why we made this very robust set of features free to authors online on the Filed By Author site.

Q: I was going to ask you, Peter, about your own professional background and just how your career to date brought you to this. Tell us what sort of things you've been working on in the past and how they may have led to you and your partner in this, Michael Shatzkin, who is the CEO of Idea Logical Company, to come up with the idea.

A: Sure. Christopher, Mike and I have known each other for a long time. We've both been in the publishing business for many, many years. I won't bore you with all the details of my background, but I've worked for the last six and a half years at Ingram Book Group. I have started a number of new ventures, one of them PubEasy, which connected booksellers with publishers over the Internet.

But one of the more really fun jobs I ever had was as director of publicity at John Wiley and Sons in New York, and in that position, I was responsible for getting publicity for all of Wiley's authors. In the days when I was doing it – I don't want to date myself too much, but we were largely looking to get authors on tours and covered in magazines and book review outlets and national print media, radio and TV. And radio and TV tours at that time were all being done extensively, but it was rather early. At the same time, it was very competitive, and over the years, we've seen that become even more and more competitive.

One of the frustrations I always had was that we could only afford to do a certain amount for a certain number of authors, yet we published many, many books across many, many subject categories. In fact, Wiley is one of the most cross-dimensional publishers out there, publishing in almost every category you can imagine. And all of those categories required different types of techniques to reach the media or let people know that a new book was published or that an author had something very important to say.

So as I moved on in my career, I always remembered that and as Mike and I sat down and started thinking about what we wanted to do, our idea was somewhat born out of that past experience where we felt, what if we could do something for every author that's meaningful in today's environment on the Web, which is more



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and more critical and more and more important to authors, not only to be present, but to have the information somewhere that can be found and can be easily found and reflects what it is that they want to say, are trying to say, and an ability to reach directly to their constituents.

Q: I was just about to ask you about those constituents because for an author, there are a variety of constituents, or constituent groups, if you will. There's journalists. Those are the journalists you want to reach to be able to speak with them about a particular topic or your new book. There are editors you want to reach to tell them about your work to date if you're proposing something new to them. And then finally, there are – or not finally, but in addition to that, there are readers, too, that you want to reach, and increasingly, reaching readers online is critical.

For authors, you're allowing them to reach these various groups all through this one place.

A: Yes, and I think what I can tell you is the site, which we are planning to take live and out of private beta in mid-March, offers authors the free level that I mentioned before and as well, provides tools and functionality at several paid membership levels, which are very inexpensive, and turn on additional functionality that are meaningful to reach some of the types of constituents that you're talking about.

So for instance, at one of the membership levels, we've constructed a very interesting electronic press kit. The electronic press kit actually makes use of the content that an author may have contributed at the free level. So photograph, bio, all the books or products that are associated with an author and their work are connected to their pages. All of those works are available for people who may be interested in purchasing them on a link-through basis to a number of different online bookselling sites. But things like the electronic press kit are to help authors reach or provide the information that's meaningful to one of their constituents, being the journalists.

Additionally, we're going to be providing through a single search engine an easy way to find authors. Right now, if somebody wants to easily find an author, it just isn't always that easy unless they are of a very, very high profile. You can do a Google search or you can look somebody up on Amazon, but you do have to hunt around a bit and you have to figure out a way to consolidate all the information. If you're fortunate, you can find your way through to an author's site, but it isn't simple.



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Q: That's right. My experience is that that's very true. There are many authors with similar names or who could be confused with somebody else and you could be led down the wrong path. But knowing that there's been some kind of verification and authenticity put into all of this by the authors themselves and possibly by their publishers or others who are helping to put the information in, that's something that gives confidence to the journalist doing the research or to the reader looking to be sure that they've got the right author.

A: Yes, I think that's really true, Chris. And additionally, another constituent obviously being the interested reader, whether the reader is somebody just generally interested in an author or perhaps a student who's interested in an academic, a teacher who's interested in an educator, a college student interested in a professor that wrote a textbook. Irrespective of the subject category, all authors are included.

And so we've integrated into the site some very interesting tools which allow readers and authors to connect with each other directly. I think that come post mid-March, those will be easy to browse and take a look at on the site.

We've got a lot of different I guess what you would refer to as social networking capabilities that allow people to share information, rate information, make purchases and also make comments. And we hope that's all going to be developed over time in a really positive and constructive way.

But these are tools that are very, very important as more and more digital marketing takes place on the Internet. It's really where someone can reach the broadest audience. It's a place where the most dynamic social interaction can take place, and particularly with some of the traditional methods of gaining exposure for a book or an author are shifting and changing – some of those outlets are drying up – marketing effectively on the Internet becomes of increasing importance.

Q: Absolutely. I was thinking as you were describing the various services that in the past, the world heard about an author every time a new book came out. But with the Web, the author can continue to communicate between books and still be a part of the conversation with the readers, with the journalists, whoever it is that's interested in the subject that they are writing about themselves.

Peter, it's been terrific to have you on. Peter Clifton, who is the cofounder of Filed By, which is currently having a private beta for its Filed By Author section and will be going on a live basis open to the world next month. And we hope that you'll come back and tell us more about some of these new services and maybe



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share with us some success stories, because I think the authors who are part of our own *Beyond the Book* community are doing what you're talking about. They're out there trying to maximize their exposure and to really leverage the power of the Web to help them communicate. So we'd like to have you back when you've got some news to share with us.

A: Chris, thank you very much. I really appreciate the opportunity and I'd love to come back and keep you updated.

Q: Wonderful. Thank you again, Peter Clifton, from Filed By.

This is Chris Kenneally for *Beyond the Book*. We look forward to having you back very soon.

ANNOUNCER: *Beyond the Book* is an educational presentation of the not-for-profit Copyright Clearance Center with conferences and seminars featuring leading authors and editors, publishing analysts and information technology specialists. *Beyond the Book* is the premier source for knowledge on the latest business issues facing today's dynamic publishing industry from initial research to final publication and beyond.

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