

Sales Conference

Philosophilia

By: Helena Troy

RavenWood Press



River Thompson
Peyton Sammons
Maia Cataldo

Jacket Design



Helena Troy is a professor in the Wellesley College Department of Philosophy where she researches and teaches ethics, philosophy of literature and political theory. She writes about the nature and value of memoir and grapples with simple questions such as: what makes a life meaningful?

Her essays and humor writing have appeared in *The Point*, the *New York Times*, the *Los Angeles Review of Books*, *McSweeney's*, *Intervue*, *Tenderness*, and elsewhere. Her book *Artful Twines: The Philosophy of Memoir* was published by the University of Chicago Press in 2021. Her first memoir *How to be Multiple: The Philosophy of Twines* was published by Bloomsbury Publishing in 2023.

Helena is from New Zealand and now resides in Somerville, Massachusetts, though she spends a lot of time in Northern California. In her spare time she likes to read, swim, wander outside, tend to her tiny voracious cat, Jarno, and visit her twin sister.

RavenWood Press Inc.
Boston, MA

PRAISE FOR PHILOSOPHILIA

"Lucid, curious, and deeply felt ... a captivating exploration of selfhood."

— *Publishers Weekly*, starred review

"Stunning . . . In fluid prose, Troy gracefully clarifies philosophical notions for the lay reader, and her own observations on how to live meaningfully"

— *Chloë Cooper Jones*, author of *EASY BEAUTY*

"Quite the feat of intellectual exploration"

— *Jenn Shapland* author of *THIN SKIN: ESSAYS*



PHILOSOPHILIA

a memoir



Helena Troy

PHILOSOPHILIA

a memoir

"Insightful, hopeful, and humorous"
— *The New York Times*

HELENA TROY

US \$24.95
CAN \$33.69

"BUT, IN AMASSING ALL THAT KNOWLEDGE, had I gained anything that was actually helpful to me—helpful for living? Or, if that was asking too much, had my philosophical education at least granted me the kind of understanding of the world that genuinely illuminated it, as opposed to just categorizing it? Had it allowed me to make sense of things that mattered? Had it made me a more sensitive, empathetic and insightful person? And if it hadn't, what was really the point of all that other stuff? Philosophy as I'd been practicing it increasingly felt either useless or, worse, like a sham of usefulness—an exaggerated performance of wisdom that left all the real wisdom out. I could now write an impressive-looking paper that satisfied the norms of my job, but if someone had asked me late at night in a club, or on my deathbed, or by the sea in a storm, if I really meant any of it, if I felt like it expressed my genuine take on the universe, or my actual attitude to life, wouldn't I have to say, wouldn't it in fact be a major relief to finally admit that it absolutely didn't?"

PHILOSOPHILIA asks all the right questions, though Troy is too smart to answer any of them for you. *Philosophilia* is an exploration of the self, life, and the meaning behind it all. It may not leave you with answers, but it will leave you asking the right questions.

Jacket Design Option #2



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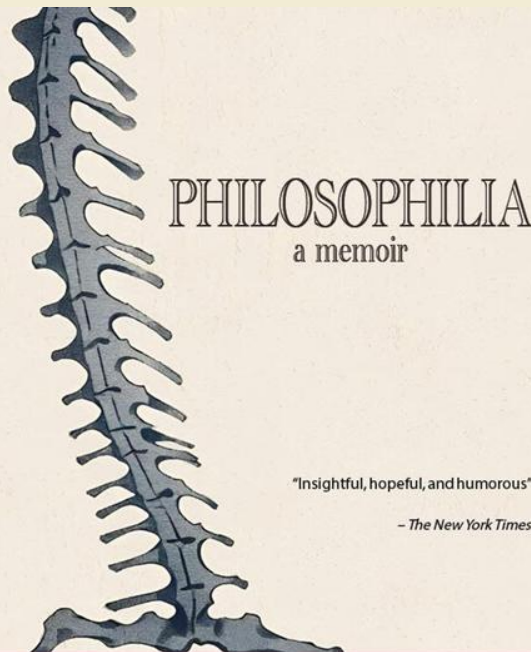
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About the book

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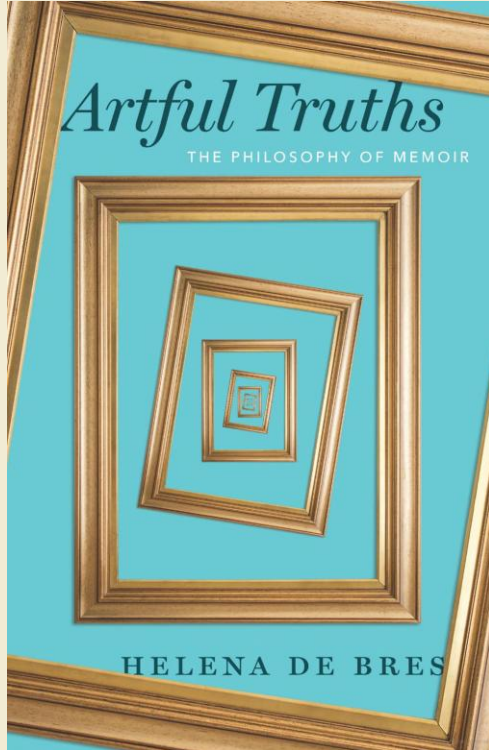
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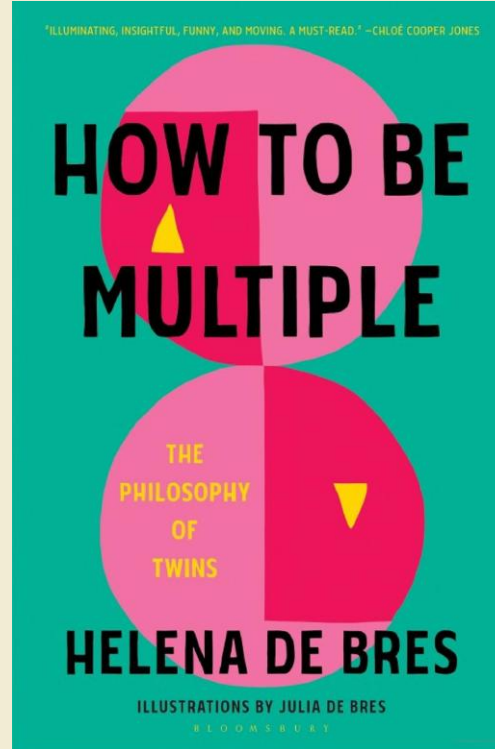
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Timeline of Publications - Helena Troy

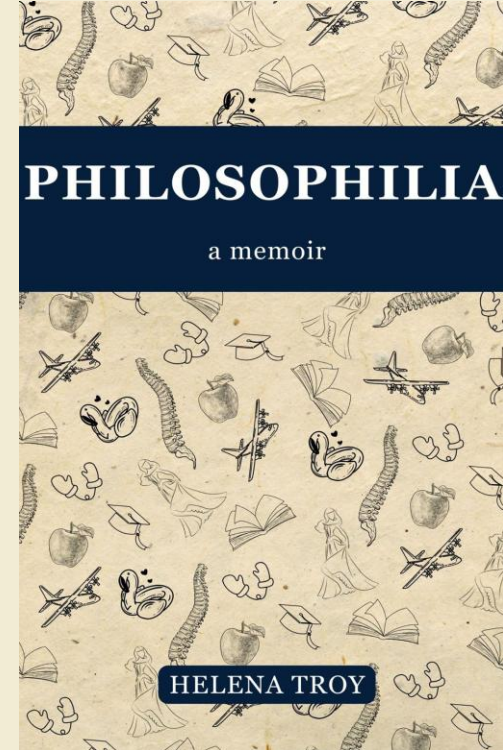
2021



2023



2026



Production Schedule

(expedited)

Expedited from 3 years to 2.5 because the MS is near complete, and the goal is to release her next book as soon after her most recent book as possible for best possible sales.

Year 1:												
Month	Jan-24	Feb-24	March-24	April-24	May-24	June-24	July-24	Aug-24	Sept-24	Oct-24	Nov-24	Dec-24
Editorial/Design & Manufacturing	MS is done. Edits proposed to the author/MS goes to Editorial/Title P&L run/Proposal Accepted	Proposal goes to Editorial/Title P&L run/Proposal Accepted	Contract signed	Author edits manuscript	Design begins brainstorming jacket cover	Manuscript delivered	MS ready & reviewed	MS editing & development begins		Editing complete		Fully edited MS to publisher to OK
Sales/Marketing		Sales provides numbers for P&L					Launch meeting to inform staff re: MS		Marketing & Promo plans for new season			
Year 2:												
Month	Jan-25	Feb-25	March-25	April-25	May-25	June-25	July-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25
Editorial/Design & Manufacturing		Final MS transmitted to production		MS design begins including jacket/cover prelims	Design complete Proofs done Cover final			Proofs reviewed by editorial/author		Lasers & Color proofs generated	Corrections/ Revisions made	
Sales/Marketing			MS to sub rights staff for sub-rights work		Marketing plans for new season final						Pre-Sales Meeting	Sales Manager holds Sales meeting
Year 3:												
Month	Jan-26	Feb-26	March-26	April-26	May-26	June-26	July-26					
Editorial/Design & Manufacturing	Printing & Binding begin		Books delivered	Invoicing begins books shipped to accounts			Publication date					
Sales/Marketing	Selling season for new titles begins	Publicity sends out bound galleys		Publicity sends out regular review copies			Marketing & Publicity efforts enacted					

Profit and Loss

Cost of Philosophia: \$4200 (winning bid)

- ❖ 169 copies at 24.95 = breaking even with the cost (without author's advance)

Profit and Loss:

15,000 copies - 3,750 returns = 11,250 x 24.95 (list price) = 280,687.5 / 2 = 140,343.75 / 2 = 70,171.875 - \$3500 (author advance) = NET PROFIT OF:

❖ \$66,671.88

Contract Info

- ❖ **Author Advance: \$3500**
- ❖ **Rights:**
 - Available in all countries, only in English
- ❖ **Subrights:**
 - Reprint - 50%
 - Mechanical (Audio) - 30%
 - Computer (e-book) - 50%
 - Commercial - 30%
 - Foreign - 35%
 - Translation - N/A
- ❖ **Royalties:**
 - Book Club - 10%
 - Discount - 5%
 - Book Fairs - 10%

Complete Contract:

Publication Contract

AGREEMENT made between **Racemond Press** (hereinafter called "Publisher") and **Helena Tracy** (hereinafter called "Author"), with respect to text and full color interior and cover artwork for a literary work currently entitled **Philosophia**, (hereinafter called the "Work").

THE PARTIES MUTUALLY AGREE AS FOLLOWS

1. **THE GRANT.** Author hereby grants to Publisher, during the full term of copyright (including any renewals and extensions thereof):

(a) the exclusive rights to print, publish and sell the Work in book form throughout the world and in all languages; OR: US and Canada only; OR: US and English language commonwealth.

(b) the exclusive rights set forth in Paragraph 5 hereof.

2. **ADVANCE.** Publisher shall pay Author, as an advance against and on account of all monies accruing to Author under this Agreement, the sum of **\$2500** payable as follows:

(a) \$ **200** upon the execution of this Agreement;

(b) \$ **550** upon the completion of the first third (1/3) of the Work;

(c) \$ **350** upon the completion of the second third (2/3) of the Work;

(d) \$ **300** upon the delivery of the manuscript of the Work;

(e) \$ **1,000** upon Publisher's acceptance of a complete and satisfactory manuscript and artwork for the Work.

This advance is not returnable, unless Author defaults under this Agreement.

3. **a. E-Book Agency Model** (if applicable): The Publisher shall set the e-book price. The Author shall receive a 30% royalty of the list price. The Publisher shall select the vendor(s) who will receive a 35% fee on each copy sold.

3. **SOFTCOVER ROYALTIES** (Publisher's own paperback). On softcover copies of the Work published and sold by Publisher in the United States of America, its territories and dependencies (together called the "United States"), Publisher shall pay Author the following royalties:

(a) on copies sold at normal discount through regular trade outlets, **twenty-five percent (25%)** of the retail price;

(b) on copies sold through Publisher's book clubs or elsewhere to the school market (except through Publisher's book fairs, see subparagraph (c) below), **ten percent (10%)** computed on the price charge by Publisher (rather than on the retail price);

(c) on copies sold through Publisher's book fairs, **ten percent (10%)** computed on the amount received by Publisher (rather than on retail price);

(d) on copies distributed free as dividend copies through Publisher's book **clubs**, **five percent (5%)** computed on the book club price charged;

(e) on copies sold by Publisher directly to the consumer whether by mail order or otherwise, **five percent (5%)** of the amount received;

(f) on copies sold at a discount of **sixty percent (60%)** or more from the retail price or for premium, mail order, special sales and all other sales outside normal channels, except as otherwise provided herein, **five percent (5%)** of the amount received;

(g) on overstock copies, **ten percent (10%)** of the amount received;

No royalty will be paid on copies sold at or below manufacturing cost or furnished to Author or given away free for review, sample, advertising, publicity, promotion or other like purposes.

4. **EXPORT ROYALTIES.** On all copies of the Work, published and sold by Publisher for export or outside the United States, Publisher shall pay Author a royalty equal to one-half (1/2) the otherwise applicable royalty.

5. **SUBSIDIARY RIGHTS.** Author hereby grants to Publisher the following rights in the Work and Publisher shall have the exclusive right, throughout the world, to sell, license, exercise or otherwise dispose of the rights in the Work listed below. Publisher shall accrue to Author's royalty account the respective shares listed below of the proceeds of any such dispositions as and when received by Publisher in the United States in United States currency, net of foreign taxes and duties, agents' commissions, attorneys' fees, and other direct expenses incurred by Publisher in connection with such dispositions.

RIGHTS: **AUTHOR'S SHARE:**

Reprint Rights **50%**

(a) The right in the United States and Canada to publish reprints of all or any part of the Work, including without limitation the right to publish reprint editions of the Work in book form; the right to publish all or part of the Work in periodicals before or after its publication in book form; the right to publish book club editions, either in original condensed or abridged form; the reprint selections from the Work;

Mechanical Rights **50%**

(b) the right to use the Work or any portion thereof (including, without limitation, illustrations supplied by Author) for, or as a basis for, any and all audio and/or visual means of reproductions now or hereafter invented, including without limitation, by any of the following means: photographic, tape, film, audio and/or visual cassette, home video, disc, satellite, cable, wire, magnetic, electronic, telephonic, light-wave amplification, photocopying, microfilm, microfiche, slides, filmstrips, animation, transparencies, and any other form of information storage, reproduction or retrieval, other than Computer Rights as defined in subparagraph (c) below;

Computer Rights **50%**

(c) all computer rights in the Work, including all rights to use the Work for or as a basis for computer programs, software, databases and all other forms of computerized storage, adaptations, reproduction, display, performance, communication and transmission and all rights to any audiovisual and other works produced incidental to or as a result of the exercise of any of the foregoing computer rights;

Commercial Rights **30%**

(d) the right to use all or a portion of the Work, its characters or title (and, with Author's consent, Author's name and likeness) as tradenames, trademarks, and/or service marks for other products, or for any other commercial or merchandising use;

Foreign Rights **30%**

(e) the right to publish the Work in book form outside the United States and Canada;

Translation Rights **N/A**

(f) the right to publish the Work in book form in foreign languages;

Dramatic Rights **50%**

(g) motion picture, dramatic (including musical), television and radio rights in the Work. Publisher may grant, without obtaining compensation therefor:

(i) to any party acquiring any right referred to in subparagraphs (b) and/or (g), the right to publish excerpts and summaries of the Work not to exceed ten percent (10%) of the Work for purposes of advertising and promotion;

(ii) to the right to publish extracts of the Work so brief or in such a manner as to constitute "Fair Use";

(iii) the right to license publication of the Work in Braille or in other forms for the physically handicapped and the right to license for education or non-commercial television use; and

(iv) the right to publish or broadcast such portions of the Work as Publisher may determine for advertising, promotion or publicity purposes or otherwise to benefit the sales of the Work. Publisher may itself use, or license any of its subsidiaries or affiliates to use, any of the rights mentioned in Paragraph 5. The compensation paid to Author therefore shall be the appropriate Author's share of the amount customarily paid by the Publisher (or its parent, subsidiaries, or affiliates) for such use.

6. **ROYALTY ACCOUNTING.** (a) Following publication, Publisher shall account to Author on the basis of each six (6) month period ending on June 30th or December 31st of each year (called "Accounting Period"). Within ninety (90) days following the end of each Accounting Period, Publisher shall furnish Author a statement showing royalties payable for such period after a reasonable reserve for returns, and at the same time shall pay the amount thus shown to be payable. If the Work is published during the last two months of an Accounting period, Publisher need not furnish a statement or make a payment until the end of the next following Accounting Period, which statement shall cover the entire time from the date of publication. If the amount payable to Author for any Accounting Period is less than one hundred dollars (\$100.00) or more.

(b) Upon written request, Author or Author's duly authorized representative may, upon reasonable notice and during Publisher's regular business hours (but not more than once during any twelve (12) month period), examine Publisher's books of account insofar as they relate to the Work. Such examinations shall be at Author's expense. Transactions accounted for by Publisher hereunder shall be deemed conclusively accurate unless challenged by Author by written notification to Publisher, with supporting details, within twenty-four (24) months from the date of the first statement reflecting such transactions (and cumulative totals shall not be deemed to extend such twenty-four (24) month period).

(c) If Author receives any overpayment under this or any other agreement with Publisher, Author shall immediately repay the excess to the Publisher, and if Author shall not do so, Publisher may deduct such excess from any other sums payable to Author under this or any other agreement. The term "overpayment" as used in this subparagraph does not include unearned advances.

7. **DELIVERY DATE.** Author shall deliver a manuscript and full color interior and cover artwork for the Work, satisfactorily to Publisher in content, length, and form, as follows:

(a) final and complete manuscript for the work not later than **Dec. 1st**;

(b) sketches for cover and interior not later than **Dec. 8th**;

(c) final and complete full color interior and cover artwork on flexible, scannable board not later than **Dec. 10th**.

The Work shall be deemed accepted by Publisher only if Publisher has expressly confirmed its acceptance, in writing, to the Author, and expressions of encouragement or payment of money shall not be deemed to constitute acceptance.

For the full contract, please click [here](#).

Key Contract Deadlines:

- ❖ **Jan 24th, 2024**
 - Initial MS is sent in
- ❖ **March 24th, 2024**
 - Contract Signed
- ❖ **Dec 24th, 2024**
 - Final and complete MS in sent to publisher
 - 2 Copies needed
- ❖ **May 28th, 2025**
 - All artwork and jacket covers are sent in for board review
 - 3 Jackets will be made for sales conference
- ❖ **July 26th, 2026**
 - Publication Date



Production Info, Exterior and Interior, Fonts Used, Binding and Cover Materials etc

❖ Fonts used:

- First Jacket
 - Cochin
- Second Jacket
 - Raleway
 - Academy Engraved
- Third Jacket
 - Raleway
 - Snell Roundhand

❖ Original Artwork

- ❖ Binding, Cover, Jacket and Finish
 - Hardcover, dust jacket, Smyth-sewn signatures

Subsidiary Rights

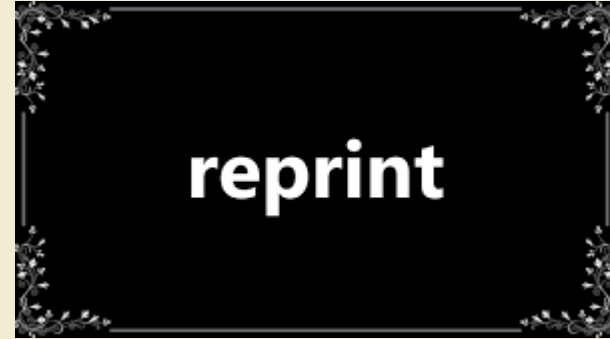


- ❖ **Book Club**
 - Sold to: Book of the Month
 - Requested 1,600 copies
 - Club Price: \$19.95
 - After royalties and copies sold:
 - \$957.60 for both publisher and author
 - Royalties = 6%
- ❖ **Mechanical (Audio) Rights**
 - Sold to: Audible
 - Advance: \$5,000
 - Royalties: 30%
 - Without subscription: \$13.99
 - July 2026
- ❖ **E-Book**
 - Release Date: same day as paperback reprint (March 17th 2026)
 - Advance: \$4,500
 - Sold to: Apple
 - Price: \$10.99
 - Narrated by: Helena Troy

Subsidiary Rights

❖ Paperback Reprint

- In house
- Price: \$16.99
- Advance: N/A
- Release Date: March 17th, 2026



❖ First Serial Rights

- The New Yorker
- Advance: \$2,000
- Royalties: 10%



❖ Second Serial Rights

- The Sun Magazine
- Advance: \$1,500
- Royalties: 10%

Subsidiary Rights Continued:



❖ Foreign Rights

- Sold in all countries
- Only English
- Sold to Random Penguin House
- Royalties: 35%
- Advance: \$7,500

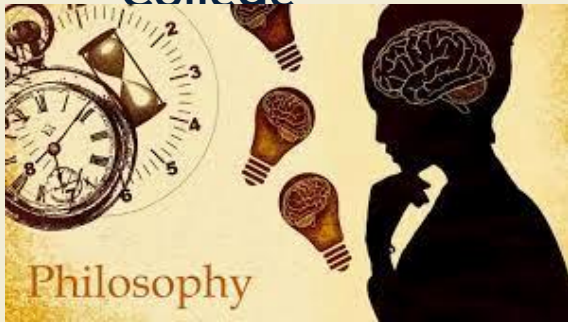
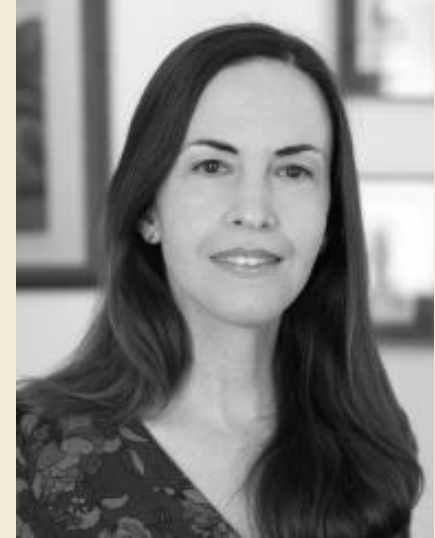
❖ Dramatic/Film Rights

- Sold to: MAX
- Limited Series Edition
- Advance: \$375,000
- Cast:
 - Lorde to play as Helena Troy
 - Lorde is also from New Zealand
 - Hit Song Ribs will play in the ending scene
 - The rest of casting will be allocated to MAX

Publicity, Advertising, and Promotion

Who is Helena Troy?

- ❖ Author; *Philosophilia* is their third book
- ❖ Also wrote: *Artful Truths* and *How to be Multiple*
- ❖ Twin
- ❖ Suffers from a musculoskeletal disorder
- ❖ Native New Zealander
- ❖ Massachusetts resident
- ❖ Philosophy Professor at Wellesley College



Publicity

Free Publicity

- RavenWood Press Resources

Author bio, synopsis, and images on company website

Facebook, Instagram, Twitter, and TikTok updates

- Author's social media accounts will advertise as well

Facebook, Instagram, Twitter, Tiktok



Publicity

Author Tour

In person around Massachusetts

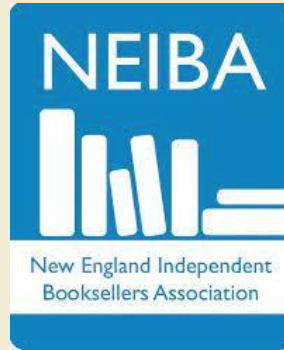
The college she works at, as well as surrounding colleges' philosophy departments, local bookstores

Travel costs would be very low as it will mostly be in state (perhaps in surrounding new England)

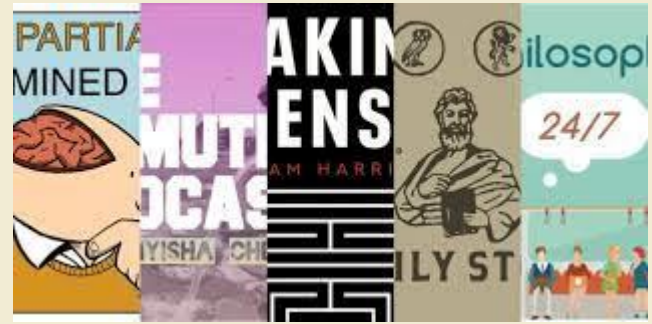
Virtual Tour

New Zealand hometown bookstores, radio stations, and philosophy departments of colleges there (specifically her undergrad)

New Zealand based talk shows like *Saturday Breakfast*, *Good Morning*, and *Q+A*



Publicity Post Book Release



TV, Radio, Newspaper, Podcasts, Youtube Channels

- ❖ Contact producers of TV shows like *Today*, NBC's "Late Night With Seth Meyers", *The Daily Show*
- ❖ *NPR* radio stations locally and abroad, local radio stations
- ❖ Philosophy podcasts, new book podcasts, literature podcasts such as *Beautiful Writers*, *Get Booked*, and *Literary Friction*
- ❖ Local Massachusetts newspaper ad, author's college newspaper, local colleges' ListServ and lit mags such as *The Boston Globe*, *Boston Herald*, *UMASS' Philosophy Club*, *BC Philosophy Department Announcements*
- ❖ Youtube channels such as *Barefoot Books*, *EpicReads*, and *Greatest Audiobooks*
- ❖ Influencer book accounts via all social media such as *thereadingwomen*, *amybookshelf*, *heyitscarlyrae*

Publicity

EGalleys and Bound Galleys

- ❖ NetGalley
- ❖ Send bound galleys to literary magazines and websites such as *Publisher's Weekly*, *ALA Booklist*, and *Harper's Magazine*



Advertising

Consumer and Trade Advertising



- ❖ Co-op advertising program with Barnes and Noble for prime locations, end-caps, and face-out for *Philosophilia*
- ❖ ALA Booklist– \$5,534 (1 page; 6x; b/w)
- ❖ Harper's Magazine– \$8,270 (1/3 page; 6x)



Promotion



- ❖ Promote *Philosophia* on Amazon.com, GoodReads, Book Promo Contests, BookBub
- ❖ Upload a video of the author talking about the book on page.
- ❖ Release e-version of *Philosophia* 6 months after hardcover.
- ❖ Book Expo America, National Book Festival, and Boston Book Festival

