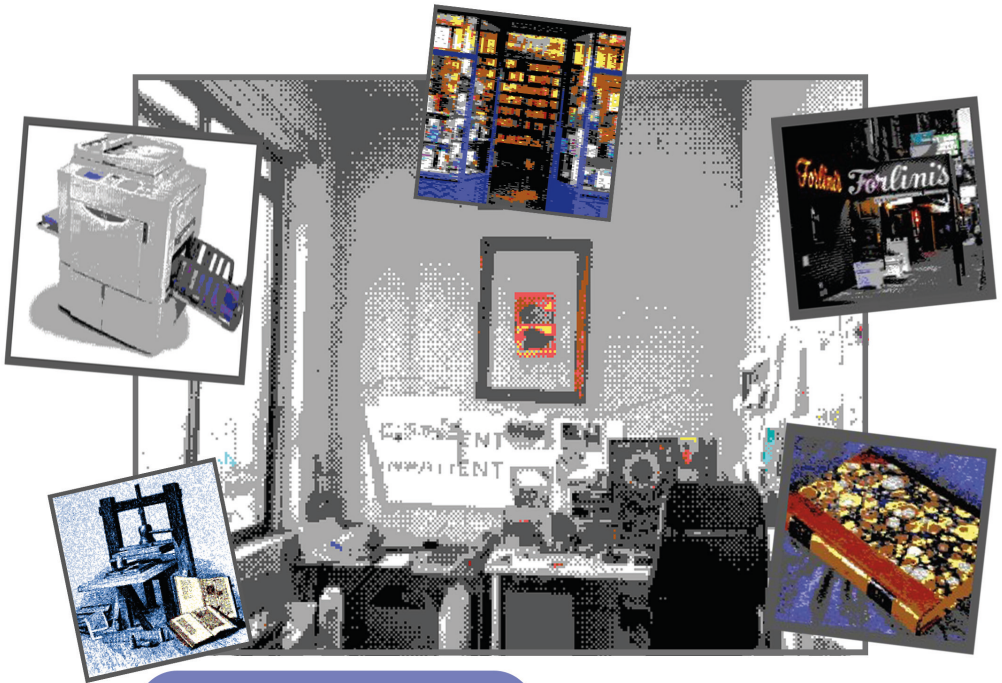


The original DIY publishing sim!



SMALL PRESS

TYCOON

PLAYER'S MANUAL

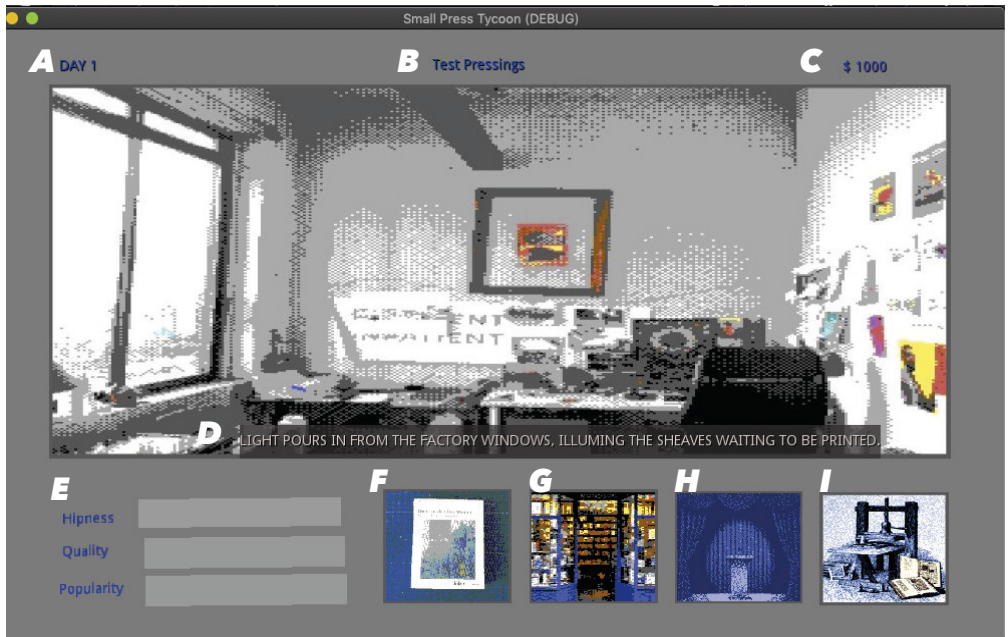


*Hello and welcome to **SMALL PRESS TYCOON**, the original DIY publishing simulator. I'm Mitch, the founder and executive janitor of Inpatient Interactive. I'll be dropping by throughout this manual with some hints, tips, and spiritual advice for your small press journey!*

MANUAL CONTENTS

1. VIEW FROM THE STUDIO.....	4
2. REBRANDING YOUR PRESS.....	6
3. STATS, STYLE, & SUBSTANCE.....	7
4. MAKING NEW BOOKS.....	8
5. YOUR CATALOGUE.....	10
6. BOOKSTORES.....	11
7. NEWSBOXES.....	12
8. ONLINE STORE.....	13
9. DISTRIBUTION.....	14
10. READINGS & LECTURES.....	15
11. BUYING NEW PRINTERS.....	16
12. ERRATA & ETCETERAS.....	17
13. CREDITS.....	22

VIEW FROM THE STUDIO



This is your main window into the world of **SMALL PRESS TYCOON**. From this screen you can see your stats, rebrand your press, create new books, view your catalogue, hold readings & lectures, and purchase new equipment. The legend on the facing page breaks down each game interface element and how to use it.

A. GAME TIME - displays how many days have passed since you've started the press. Time is continuously passing except when menus or dialog boxes are open, in which case the game is paused. Click this to open the save / load menu

B. PRESS NAME / INFO - displays the name of your press. If you click on the text, you can **REBRAND** your press, which we discuss in Section 2.

C. CASH ON HAND - how much money you have currently.

D. INFOBOX - displays game updates such as how many books sold as well as flavor text and extended descriptions.

E. STATS - displays the vibe meters for hipness, quality, and popularity of your press. These stats and their effects are discussed in Section 3 of this manual.

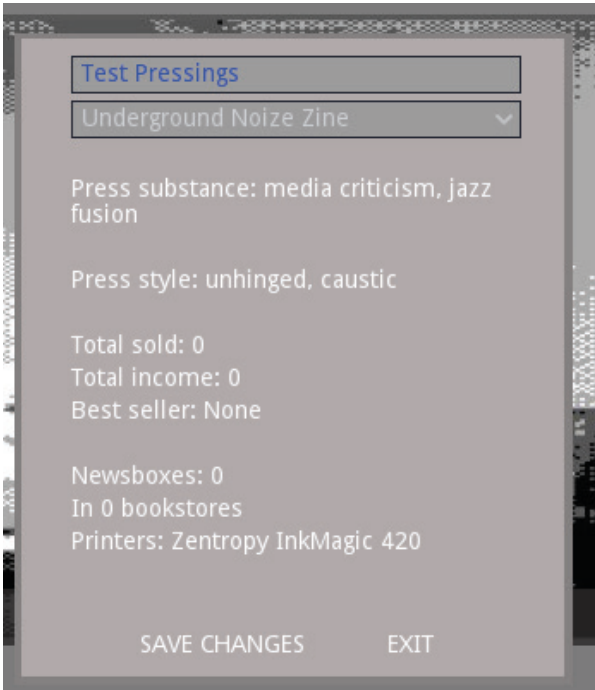
F. BOOK CREATION MENU - clicking this icon lets you choose whether you'd like to create a new book or view your existing catalogue (Sections 4 and 5 of this manual, respectively).

G. SELLING MENU - clicking this icon lets you handle the selling options for your books, discussed in Sections 6 through 9.

H. EVENT MENU - clicking this icon lets you hold readings or lectures. See Section 10.

I. EQUIPMENT MENU - lets you buy new printers and unlock new books as covered in Section 11.

REBRANDING YOUR PRESS



When you click on the **PRESS NAME** text at the center top of the studio view, it brings up the **REBRAND** menu. Here you can rename your press as well as change its press type. Changing the type of your press will modify your baseline **HIPNESS** and **POPULARITY** score adjusters, which we discuss more in-depth in the next section.

This menu also lets you see press stats such as total books sold, total income, your best seller, and more.

STATS, SUBSTANCE, AND STYLE



HIPNESS, QUALITY, and POPULARITY are the three guiding stats which influence nearly all game events such as whether or not your books sell, how well readings go, what bookstores decide to carry your titles, and what sort of reviews your books will garner. They are your press's vital signs, in a sense.

Every author, book type, and press type contains **STYLE** and/or **SUBSTANCE** qualifiers which have their own **HIPNESS, QUALITY, and POPULARITY** scores. So if you publish an author with a high **HIPNESS** rating, you'll see your press's hipness go up. But they also might not be of the highest quality.

The three stats each have unique events that can occur when they are sufficiently high enough. Certain events, such as bad reviews or cancellations, can diminish or even totally wipe out your stats. However, you can generally recover by publishing new authors and holding events.

MAKING NEW BOOKS

	TITLE
YOUR FRIEND GREG	AUTHOR
Zentropy InkMagic 420	PRINTER
STAPLED ZINE	TYPE
10	RUN SIZE
	SALE PRICE

Substance: media criticism
jazz fusion

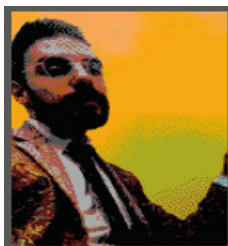
Style: zany unhinged

Cost to print: \$60 and some
weed

Expected sales: \$0

NEED INFO CANCEL

This menu lets you create new books and get your press off the ground! There's quite a lot going on here so let's break it all down for you.



Mitch sez: *Broadsides and chapbooks are a good way to test the waters and find a readership. They can be printed cheaply but will sell for upwards of fifteen bucks! People love handmade works.*

TITLE - the title of the new book you'd like to make.

AUTHOR - the author you'd like to publish. Each author has their own **SUBSTANCE** and **STYLE** qualities which bear upon your overall stats score. Each author also has a baseline fee which you must pay up front in order to get the books printed.

PRINTER - which printer you'd like to use in the production of your book. Different printers can produce different books and in different quantities.

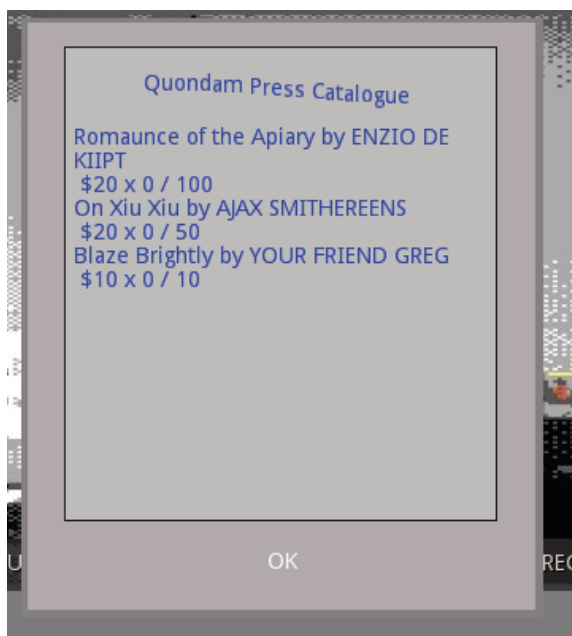
TYPE - the type of book you'd like to produce, from stapled zines to fancy hardcovers. However, the type of books you can make is limited by which printers you own. Each book type has its own **STYLE** score and stats modifiers. Also note that certain books sell best in certain price ranges. People might balk at a 30 dollar chapbook or broadside, but might be willing to pay that for a glossy magazine or paperback.

RUN SIZE - how many copies of the book you'd like to print. Each **BOOK TYPE** has its own per-unit cost, which is then totaled up as the **COST TO PRINT**.

SALE PRICE - the retail price (in USD) of your new book.

Once you fill in all the necessary info, the "NEED INFO" button will display "MAKE BOOK" and you can print!

YOUR CATALOGUE

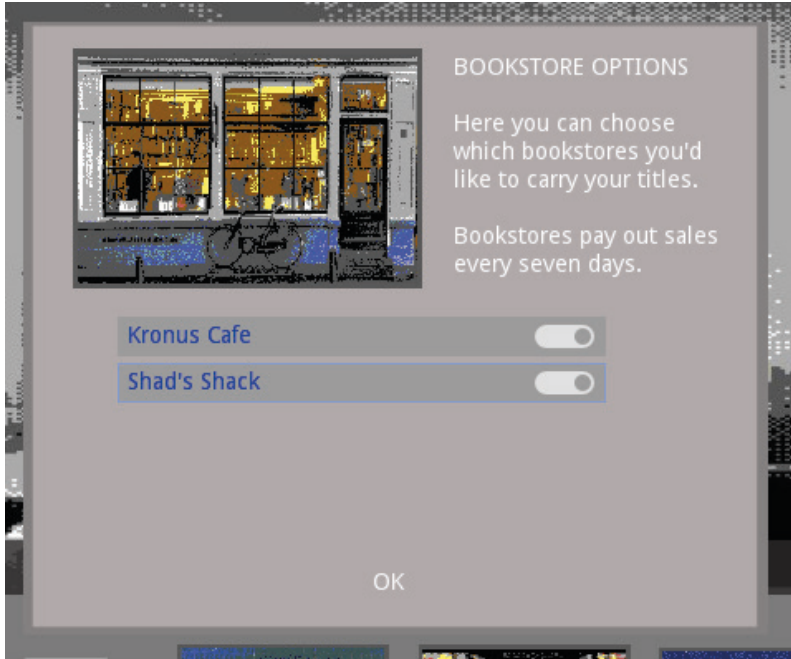


This menu lets you see all the books you've printed throughout the history of your small press. The format is

[TITLE] by [AUTHOR]
\$[PRICE] [NUMBER SOLD]/[TOTAL PRINTED]

When your books sell out, they will appear with a **strikethrough** in the catalogue.

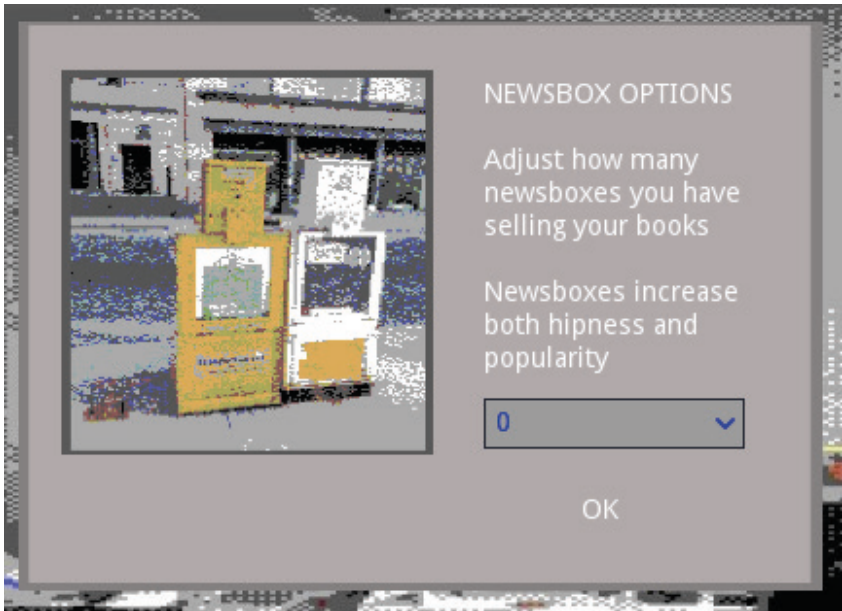
BOOKSTORES



In the **BOOKSTORE** menu, you can select which bookstores you'd like to carry your books. As your **HIPNESS**, **QUALITY**, and/or **POPULARITY** increase, different bookstores become available. Be aware, though, that some places may stop carrying your titles if they don't sell or if your stats dip too low.

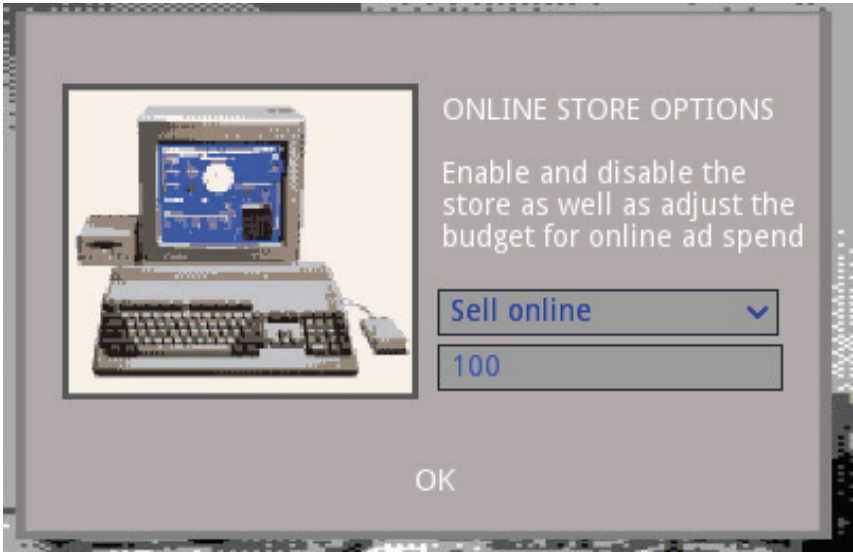
Each store has its own internal metrics. These are listed in the last section of the manual.

NEWSBOXES



Newsboxes are a great way to build buzz about your new press. You can rent up to nine for \$30 dollars a month each, so they are a cheap way of getting the word out. Your books will sell for much less due to the mechanical limitations of the coin box which is capped at \$5. But they'll influence your HIPNESS and POPULARITY stats so your books will start selling elsewhere as well.

ONLINE STORE



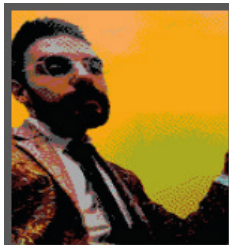
The online options menu lets you choose whether you'd like to sell online or not. For instance, if you want to run an anarcho-primitivist press collective, you might not want to have a website and distribute solely through newsboxes instead.

This menu also lets you adjust your monthly ad spend for promoting your store online. The more you spend, the higher chance your books will sell on a given day.

DISTRIBUTION

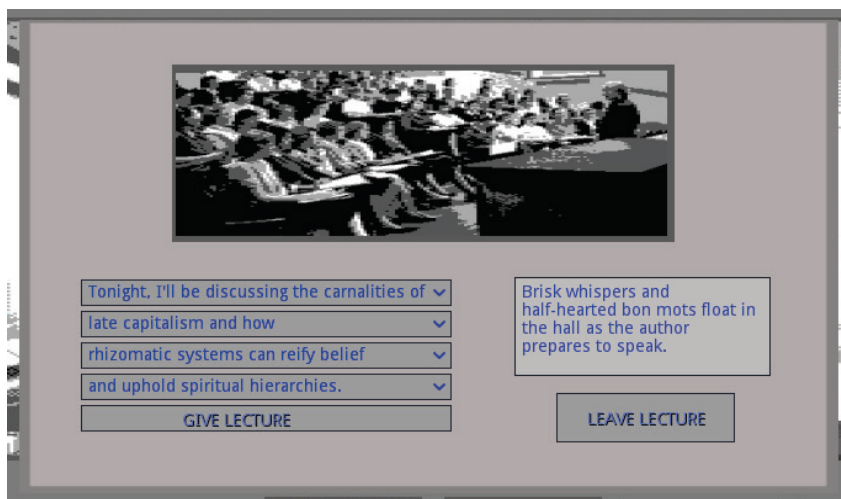


Starting out, you won't have any deals with distributors to move your books wholesale. However, if you get popular or hip enough, you may be approached to make a deal. Distributors can sell to a wide range of bookstores beyond your city - however they take a much steeper cut and pay out with less frequency than bookstores.



Mitch sez: *Just because a distributor offers you a deal, that doesn't mean you have to sign it. Distributors also only stock certain book types, mostly trade paperbacks and hard-covers. You can go your own way!*

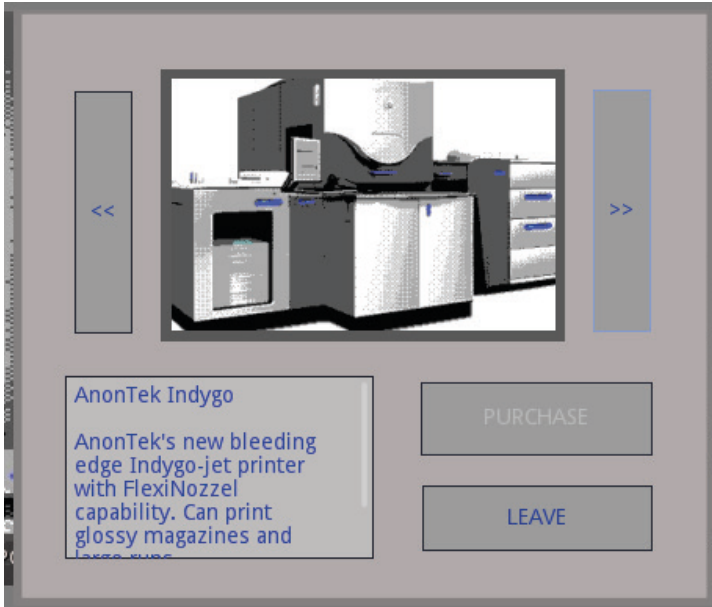
READINGS & LECTURES



You can hold readings and lectures to increase the popularity of your press and also as a means to sell some books. You can hold a reading once every seven days and a lecture once every two weeks.

The success of readings and lectures are dependent on your press's **QUALITY** and **HIPNESS** stats. The different thesis options in the lecture menu also influence the reception of your talk, so structure your argument wisely!

BUYING NEW PRINTERS



The equipment menu lets you browse the extensive (and expensive) printing technology available. Different printers can print different book types and in different quantities.

ERRATA & ETCETERAS

This manual is meant to cover only the fundamental concepts and core gameplay mechanics. There's a lot more to SMALL PRESS TYCOON than what's contained in these pages. There are many events and surprises awaiting you on your journey into the world of small letters.

This section is meant to serve as annex for details and stats around certain mechanics such as bookstores, as well as offer some starting advice.



Mitch sez: *Your hipness, quality, and popularity ratings each have several special scenarios that occur as the vibe meters fill up.*

LOCAL BOOK STORES

KRONUS CAFE

Carrying capacity: 5 books
Hipness +1, Popularity +5
Sales chance boost: x 0.75

SHAD'S SHACK

Carrying capacity: 10 books
Hipness +1, Popularity +3
Sales chance boost: x 1.0

AMELIA'S FINE BOOKS

Carrying capacity: 10 books
Hipness +3, Popularity +4
Sales chance boost: x 2.25

IMPRINTED MATTER

Carrying capacity: 20 books
Hipness +5, Popularity +7
Sales chance boost: x 2.0

ECHELON BOOKS

Carrying capacity: 30 books
Hipness +6, Popularity +6
Sales chance boost: x 3.0

BOOK TYPES

STAPLED ZINE:

Per unit production cost: 1.00

CHAPBOOK:

Per unit production cost: 1.00

BROADSIDE PRINT:

Per unit production cost: 0.75

TABLOID GAZETTE:

Per unit production cost: 1.50

BLACKLIGHT POSTER:

Per unit production cost: 2.25

GLOSSY MAG:

Per unit production cost: 3.69

TRADE PAPERBACK:

Per unit production cost: 4.50

HARDCOVER:

Per unit production cost: 6.66

ART BOOK / COFFEE TABLE BOOK:

Per unit production cost: 7.10

STARTING OUT

START SMALL BUT PRICE BIG

Broadsides and chapbooks can both be printed cheaply in limited editions, but sell for a premium. Don't be afraid to value your work!

TAKE CHANCES

Never heard of some author before? See if you like their style and substance and take a gamble! They might start trending next week.

DON'T BE AFRAID TO REBRAND

You don't have to stick to just one style or vibe. Branching out can help bring in new readers and dismantle arbitrary aesthetic barriers.

RAINY DAYS WILL HAPPEN

Sometimes there's just a general cultural lull or maybe you just haven't found your readership yet. Don't despair! Even if you find yourself with a negative balance, you'll get a one-time cash infusion to help get you back on your feet.

LINK AND BUILD

If you get a high enough hipness early on, upcoming authors will be stoked to hitch their star to you. Their fees will be lower and their work will have quality bonuses.

IF YOU FIND A MYSTERIOUS MANUSCRIPT

Follow your heart and the text will reveal itself.

CREDITS

MITCH
Executive Producer & Designer
Programmer

P.C CREATIONS
Music & Sound FX

OCTAVIO MINESTRONE
Writer-in-Residence
Scenario Designer

LORENZA MALIK
Art Direction

KAITLIN SCHAER
Mini-game Designer
Studio Manager

SPECIAL THANKS
to all the beta testers!

and also to
READERS LIKE YOU

PC
Creativas

