

## PERSONAL MESSAGE

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From Grey Gecko Press's Executive Director, Mr. Jason K. Aydelotte:

Greetings!

If you're reading this, then chances are you've seen how the publishing industry works — or rather, doesn't work — and you're intrigued by our notion of changing it from the ground up. If you've made it this far, then maybe you're willing to come just a little further, perhaps you'll let me tell you what I see for the future of Grey Gecko Press.

Anyone who does a modicum of research into today's publishing industry is highly likely to end up one of two ways:

- hopelessly lost and confused as to how the industry continues to function as if it were still in the 19th century with the advent of so many new technological advances, or
- excited about the possible opportunities available to those who are willing to step into the breach created by modern publishing, and are willing to seize the future and mold it.

I'm decidedly in the latter group. I have been a writer all my life, and I've always known on some level that that is what I'm meant to do. So when I finally completed my first novel in May of 2011, I began looking at the next steps, to see what I needed to do to get published.

What I found was astounding, confusing, irritating and in some cases, downright maddening. Authors are treated as indentured servants, paid with the scraps left over from the publication of their own works. Publishing companies are painfully slow to adapt to new technologies and methods like the Amazon Kindle, releasing sub-standard conversions of existing titles, when they release titles in ebook format at all. Not to mention the prices charged for such monstrosities, and of which the author gets hardly a pittance.

After my initial shock, I naturally decided to avoid the ridiculousness that is modern publishing and forge my own path, for why should I pay someone upwards of 50% more (even higher in some cases) than I could make on my own, doing things I can do myself? I could not find a reason; there were and are no barriers to entry for new authors any longer. Any author can publish their work and have it be available for sale world-wide in both electronic and paper format.

And yet authors still scrape by on the crumbs of their work, willing to let their publishing overlords give them what they may and feel lucky to have it. Hardly what I would call motivating, and yet, the situation *did* motivate me, in a way. I originally created Grey Gecko Press to publish only my own works; it had never entered my mind that I might help others achieve the success I have.

Less than a month after finalizing the book, it was available for sale in both print and ebook formats through Amazon.com, BN.com, the iBookstore, Kobo, GoogleBooks and others. In six months, I sold nearly 2,000 copies in both print and ebook format. All without ever sending a single query letter or contacting a single publisher. In just over a year, I've doubled that to more than 4,200 copies.

I knew then that this was the way the future would be written; not by the "Big Six", but by the little guy. The David, sitting in the corner, laughing at the big publisher's offers of 17.5% royalty on ebooks as he counts his 70% from self-publishing. And yet, I also knew there must be something more to this; I felt as though there was potential yet untapped, but I couldn't fathom how to go about it.

That is, until a randomly-met stranger asked me about my publishing company, and whether they were accepting new clients. I told him that I had intended the publishing company only to produce my own materials, but that I would give him whatever education I might about publishing in the new maelstrom that is modern publishing.

It was only months later that the idea for Grey Gecko Press – or what Grey Gecko will eventually become – truly struck me. I revisited my friend, and based on discussions with him and other interested authors I had met, we came up with a completely new publishing business model. And we've developed something here that I truly believe is astounding, and will be huge. The only real restriction on the growth of Grey Gecko Press will be the number of authors and editors we have, although with the way we treat our authors, I believe we'll be searching for editors long before we run out of willing writers.

Grey Gecko Press is a company that doesn't treat authors, editors and artists as indentured servants, but rather as honored partners. As friends, if you can believe that. Paying the highest royalties in the industry, with contracts that are as far from the draconian boilerplate that now strangles the life and careers of so many, we form the antithesis of publishing – a house run by authors, for authors.

A company that cares not only about its bottom line, but also the communities it serves, and the people who live there. We promote reading and writing in schools, give free books to veterans, children and the injured, and develop long-term relationships with the people who make it possible for us to be here every day.

**Innovation**

**Dedication**

**Commitment**

**Creativity**

**Honesty**

**Transparency**

**Quality**

**Friendship**

All of these are the watchwords by which Grey Gecko Press operates. We treat our people like friends, like the partners they are. We pay our authors the lion's share of their book's earnings, as it should be. We have great people working for us, as dedicated to our ideals as they are to each other. And most importantly, we have *fun* telling great stories.

That is, in essence, what Grey Gecko Press is all about. Great people having fun telling great stories.

Won't you join us?

Sincerely,

Jason K. Aydelotte

Executive Director & Chief Gecko