

MARCH 2019 BUSINESS REPORT TO SECOND LIFE STORE *WERKS FROM THE IRON ROAD*

- I. **Summary** – After roughly one month of operation, *Werks from the Iron Road* (previously known as *Nika's Bazaar Books*) has seen the following sales and online visit figures –

Top selling products

Product	Units sold	Times viewed
Werk-Books Script Package, Commercial Version, v 1.5	23	113
A Forager's Guide - A Werk Book	21	109
Werk-Books Script Package, Non-Profit Version, v 1.5	19	103
Do Clockworks Dream of Gear-Toothed Sheep? 2nd Edtn.	6	40
A Life Invented - A Werk Book (Legends and Adventures of Industrialia, Book Three) by Lori Alden Holuta	4	101
Do Clockworks Dream of Gear-Toothed Sheep? - DEMO	2	12
The Steamkettle Kids Save The Day - A Werk Book (Legends and Adventures of Industrialia, Book One) by Lori Alden Holuta	0	32
The Legend of the Engineer A Werk Book (Legends and Adventures of Industrialia, Book Two) by Lori Alden Holuta	0	21
The Flight To Brassbright Part One - A Werk Book	0	17
The Flight To Brassbright Part Two - A Werk Book	0	7

Notice that the three largest 'books' sold are all free and two of them aren't really books. Also notice that the second-highest 'seller' was *A Forager's Guide* (a relatively recent entry). The other entries on this list have, at most, approximately ¼ of the sales total of the most sold item on the list.

- II. **Lessons From Month One** - People like free things? Also, subjects (foraging) popular to large-segments can move items almost as much as the packages used to create books themselves. This is for a product that did not arrive in the store until the third week of March – almost a month after the store itself debuted.

For items sold for profit, the highest earner is *Do Clockworks Dream of Gear-Toothed Sheep?* However, I cannot celebrate this terribly much – as half of these sales center around one customer that bought the books for others – which I believe was because of concern over a comment made regarding Nika – and the sales were an effort to make up for this.

Notice, as well, that items that received no sales at all for the time period ending March 31, 2019, had views often in the double-digits. This may be important to sales in that, though individuals are not buying books, many (if not all) of the entries they are viewing reference the Amazon entries for the books. My question to you, at this point, is *have you noticed an uptick of your Amazon sales for the titles listed above over the past month?*

If such is the case, then Second Life offerings in the *Werks from the Iron Road* store may pay for themselves in terms of advertising. If not, then one may need to consider whether providing Second Life books of real life books makes economic sense.

Notice, as well, that a demo version of *Do Clockworks Dream of Gear-Toothed Sheep?* did not debut until the very end of the period covered in this report. Even so, it has seen two sales. I will be talking up this demo (which only covers the first three chapters of the book). It still has the copyright protection of the full version. In addition, it is hoped that, if people

take advantage of these demo-versions, that people who might otherwise not read or encounter Book One might read it and want to read more. I will provide an update to this in the report issued May 2019.

- III. **Goals For Month Two** – Before the end of Month Two, I want to explore better sales analytics for the Second Life webstore than this, possibly in conjunction with Linden Lab. The analytics engine would incorporate daily readouts regarding product views and a visitor ‘map’ similar to the one used by WordPress (that breaks down page views on a world map showing where they are from each day). This would help me get a sense of my customer base and help in marketing planning.