HOW MANAGE COMICS MAKES YOU MORE MONEY

GETTING STARTED

I'M BRIAN GARSIDE, THE GUY BEHIND MANAGE COMICS

I'm a life-long comics fan, I worked in comic shops in high school, and helped manage a shop. In 2004 I co-founded AllNewComics.com, Canada's Online Comic Superstore with a different idea, what if a comic shop was entirely virtual?

For the next 12 years I worked on perfecting an online subscription tool.

I left All New Comics to start working on my own ventures, and helped build an online invoicing platform called BalanceDo.

By combining everything I learned owning a comic shop, and everything I learned creating an invoicing service, I created Manage Comics.

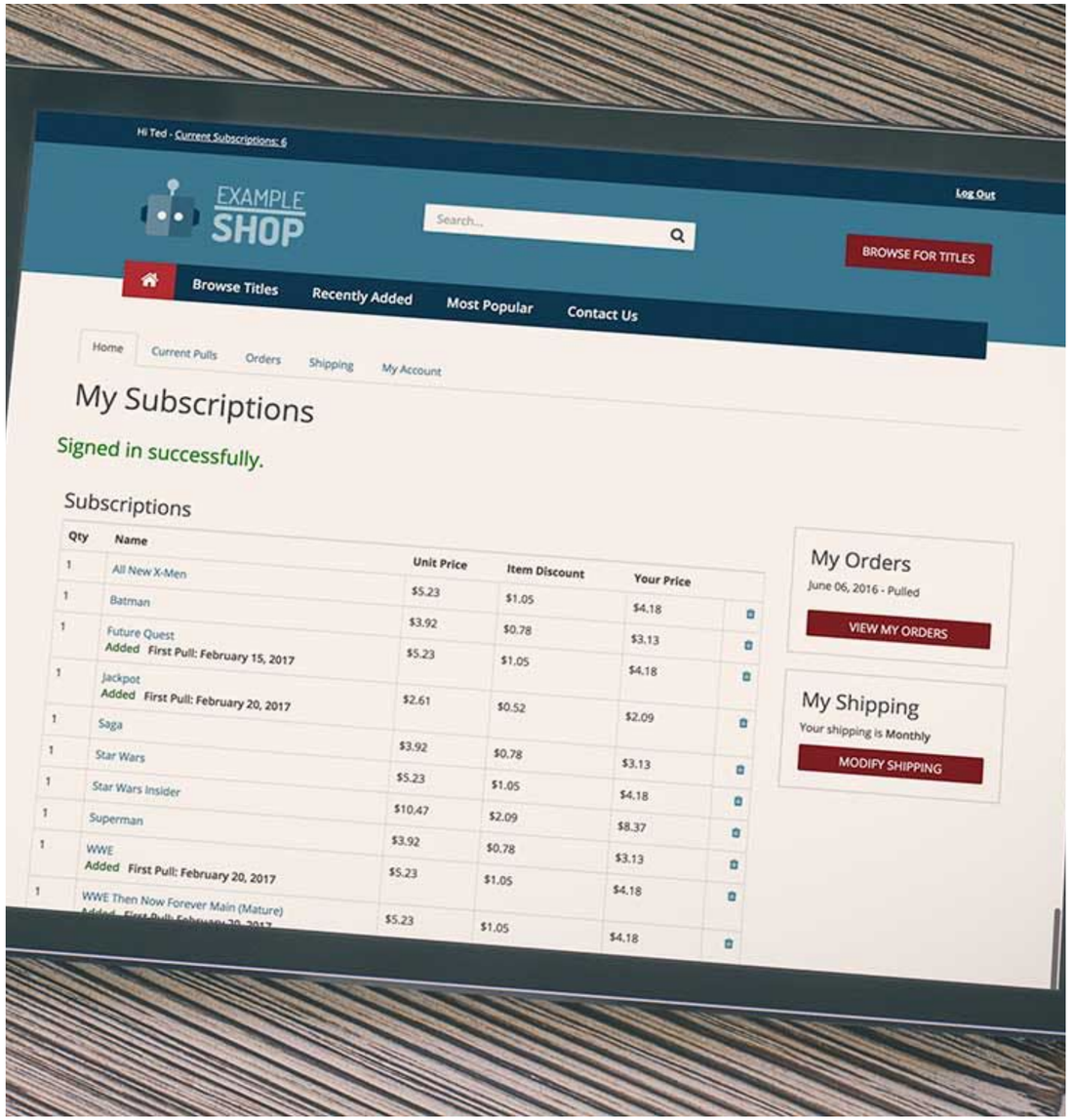
This guide will show you what Manage Comics does, and how you can get started making more money with your comic business.

ABOUT MANAGE COMICS

- Based off a system I originally built in 2005.
- Alpha tested a select group of users in September & October 2015
- Beta tested by All New Comics from November 2015 - November 2017 with real customers doing real orders
- To date has had over 2600 improvements committed to the code base
- Has a shared database, which means the majority of stores never need to add their own products
- In active development, with a full pipeline of improvements scheduled for 2018 and beyond!

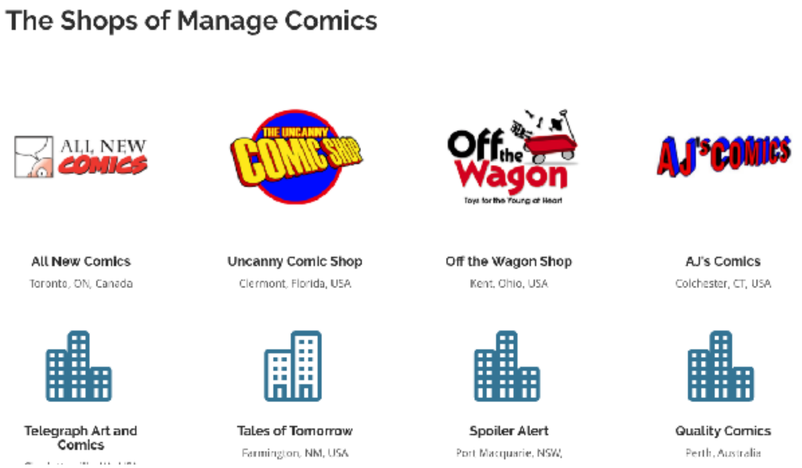
TECHNICAL DETAILS

- We currently have 1 standard template
- URL's are https://managecomics.com/your-store-name/
- Websites are all 256bit SSL Encrypted with a certificate provided by THAWTE
- The site is scanned for vulnerabilities daily
- Backups are automatically done once an hour every day
- Entire system is built on redundant cloud infrastructure using Digital Ocean, and Amazon services
- System emails are sent through a third party service that maintains white listing and ensures all emails are delivered



WHO USES MANAGE COMICS?

- Started marketing at the end of November 2017
- Have 12 stores currently signed up.
- On track for 32 stores by March 1st, goal of 60 stores by June 2018
- Currently servicing over 1000 customers, with an average of 85 customers per store.
- Customers throughout the USA, Canada, and Australia.



COMIXOLOGY PULL LIST VS MANAGE COMICS

comiXology Pull List

- All Previews Items Every Month
- Customers or stores can add and delete
- Export directly to Diamond
- Order individual issues
- Ends March 31st 2018

Manage Comics

- About 100 new comics and GN's every month, 1500 total products
- Customers or stores can add and delete
- Cross Reference with Diamond for orders
- Order series, graphic novels and trades
- Actively under development with frequent updates, we want to make the best possible system for you.

MANAGE COMICS
CUSTOMER VIEW

Welcome visitor you can login or create an account.

EXAMPLE SHOP

Search...

BROWSE FOR TITLES

Browse Titles | Recently Added | Most Popular | Contact Us

I'm a Member, Let Me In!

I would like to view and edit my lists, check out my pulls, and pay my invoices.

LOG IN TO EXAMPLE SHOP

I Want To Register

I want to join and become a member so I get comics shipped right to me.

REGISTER NOW WITH EXAMPLE SHOP

This is an example shop, it is not a real shop, and anything you attempt to subscribe to or purchase will not actually work.

My Account

- Log in

Browse by Types

- Comics
- Graphic Novels and Collections

Browse

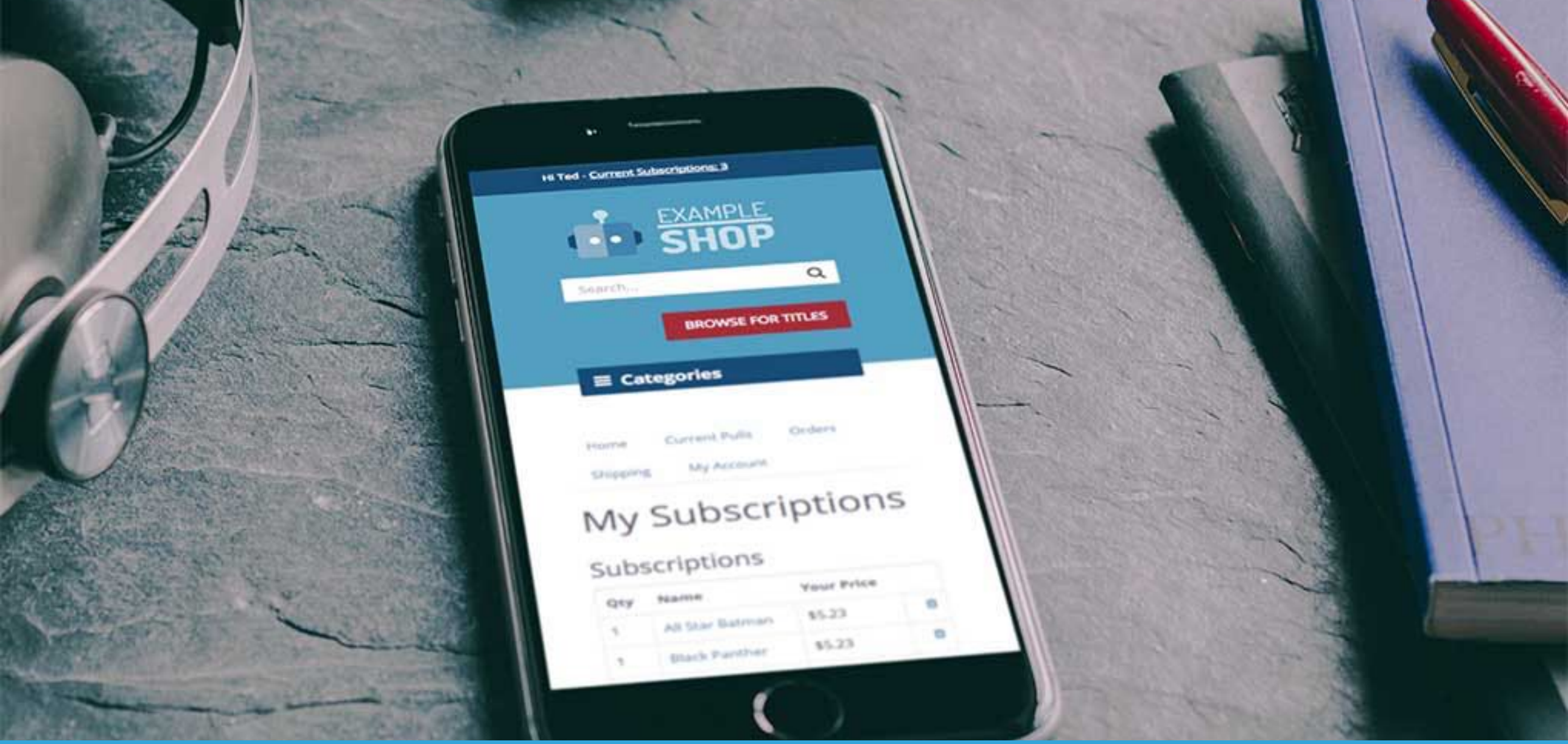
- Publishers
- Recently Added
- Most Popular
- Contact Us

About Us

This is an example shop for Manage Comics. This example shop shows you what you can do with a very quick Manage Comics setup.

© 2017 Example Shop

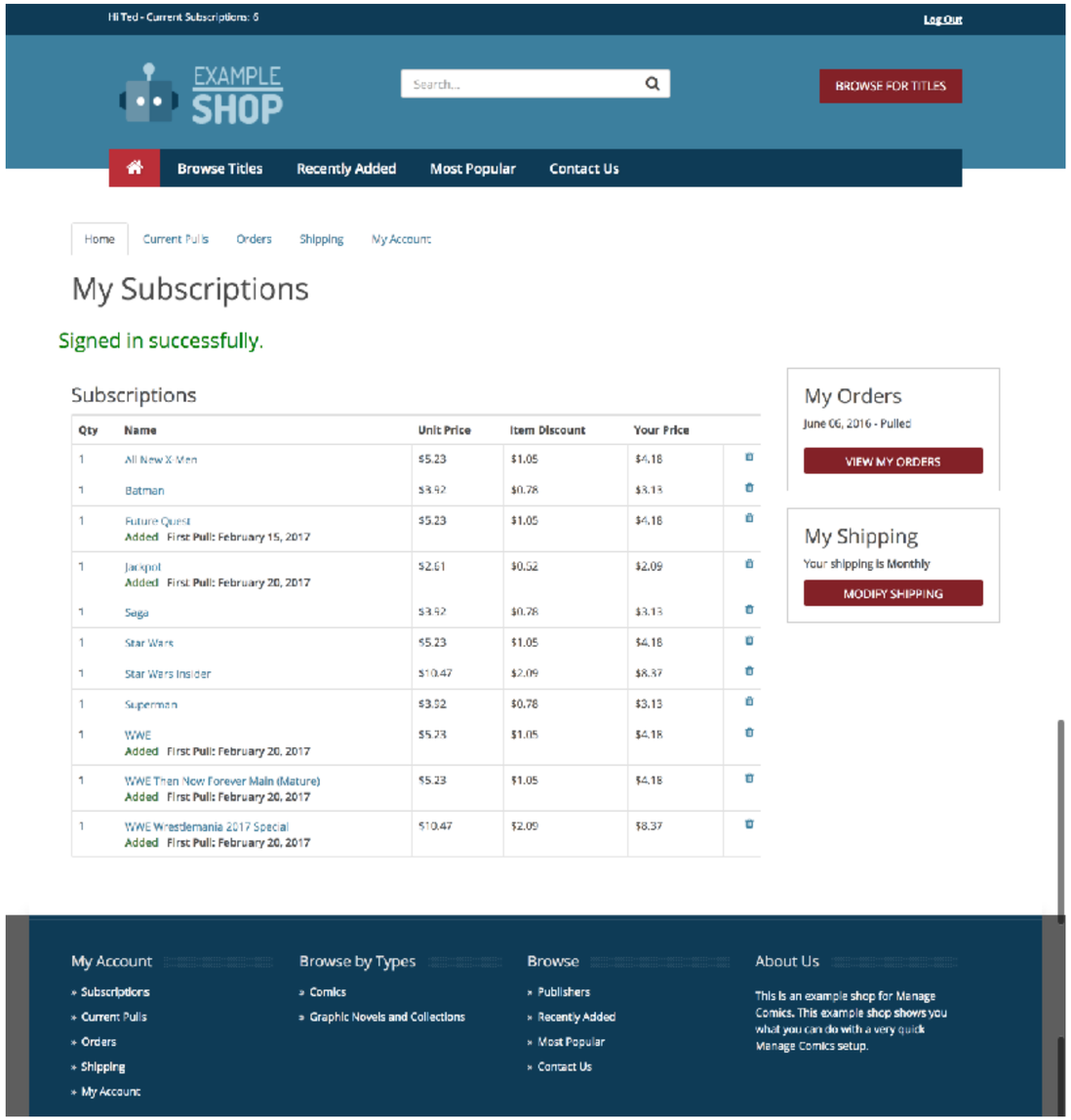
Secured by thawte 2017-02-26



Your entire site is fully mobile ready. It looks and works great on a phone, a tablet, and a desktop. Your online store is open 24/7!

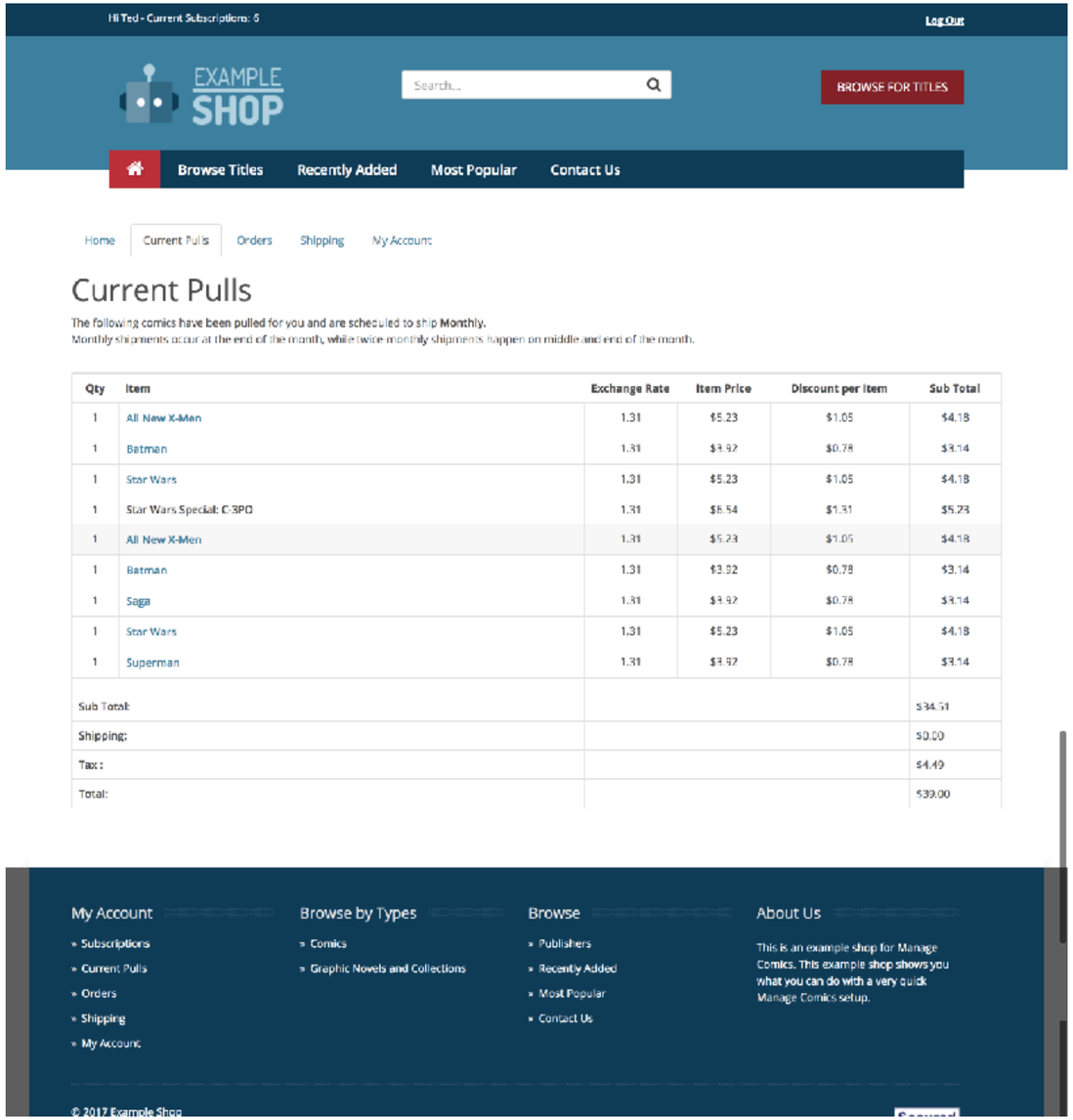
HOME – MY SUBSCRIPTIONS

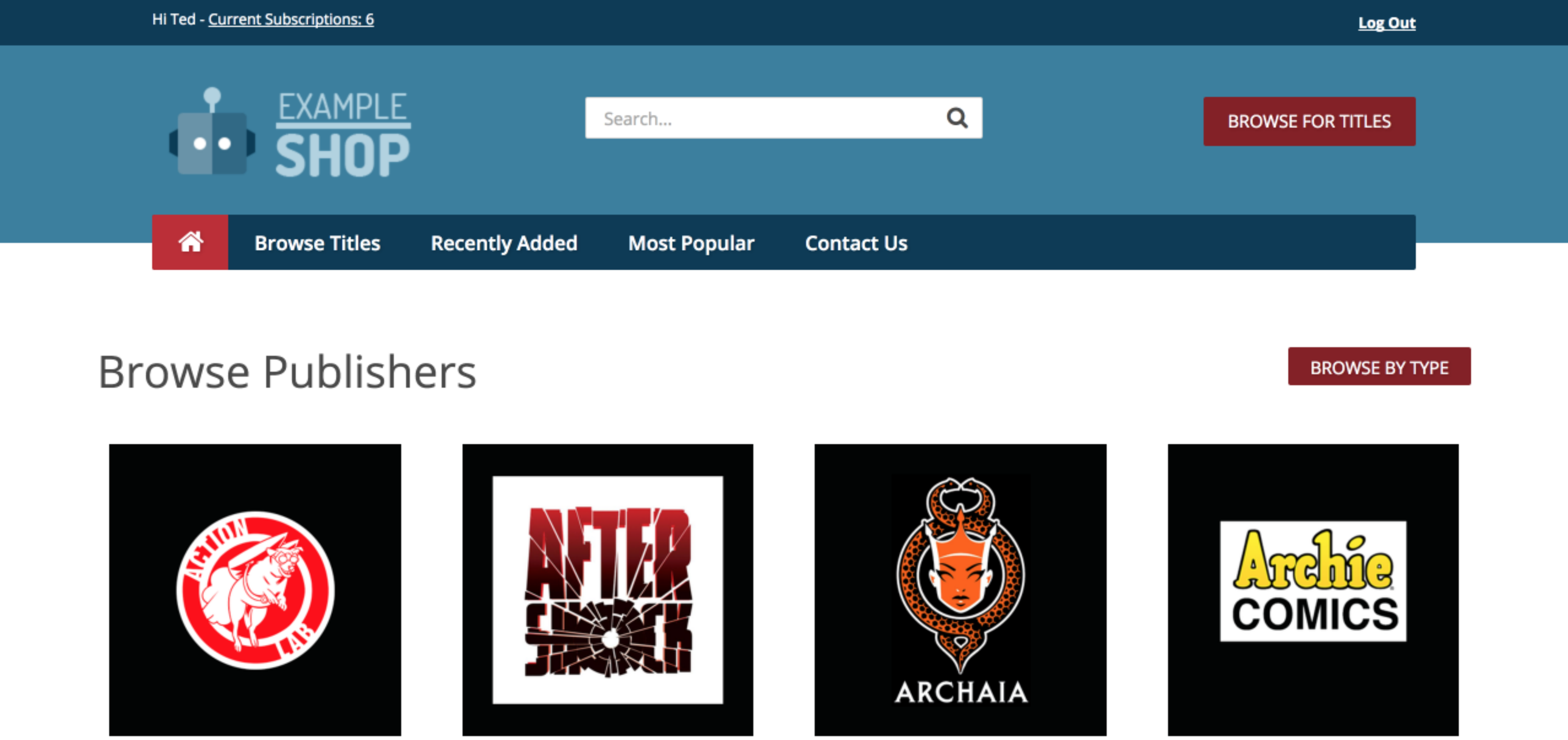
- Default view once a customer has logged in
- Shows existing subscriptions
- Links to orders, and their shipping preferences
- Newly added titles have a FOC period, new pulls start 21* days from the time they are added, deletes are pulled for 21* days after they are removed
  - *FOC Pull Dates can be changed by the store admin



HOME – MY PULLS

- When comics have been pulled, they show up in the “My Pulls” tab.
- This shows a customer their ongoing list of comics as it grows over the period.





Browse Publishers - This view lets a customer look for subscription items by publisher

20 Most Subscribed To Comics

DC COMICS

Batman

$2.99

SUBSCRIBE

IMAGE COMICS

Saga

$2.99

SUBSCRIBE

DC COMICS

Scooby Apocalypse

$3.99

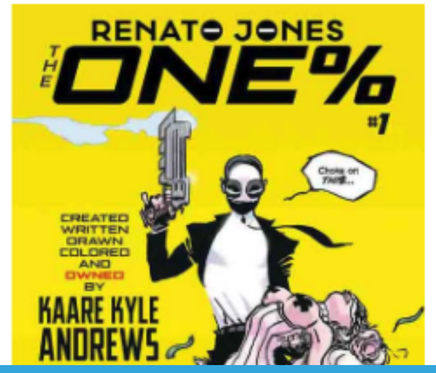
SUBSCRIBE

DC COMICS

Action Comics

$2.99

SUBSCRIBE



Customers can see the most subscribed to comics. Stores can set the number of “top” titles they want to show (we recommend 20)

Hi Ted - Current Subscriptions: 23

Log Out

EXAMPLE SHOP

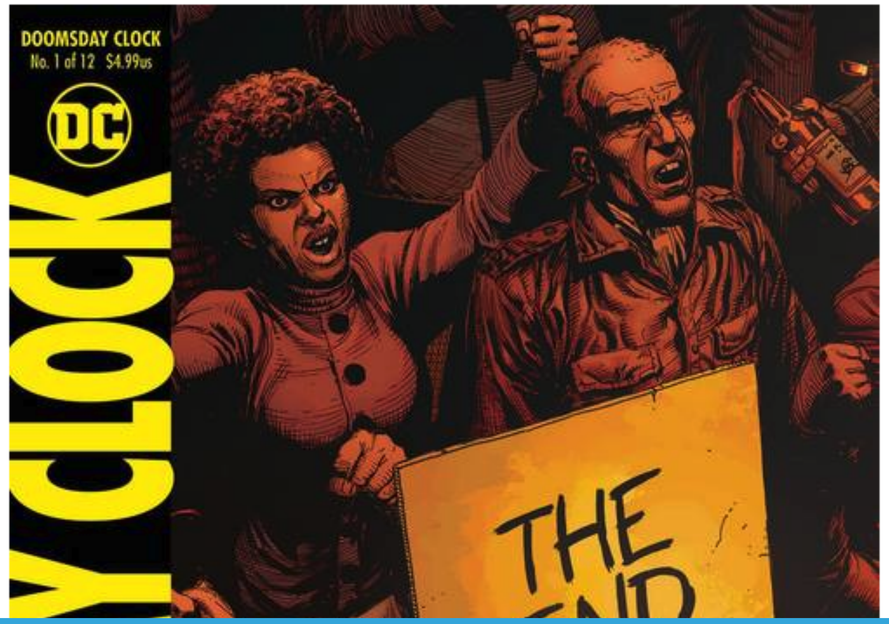
Search...

BROWSE FOR TITLES

Browse Titles | Recently Added | Most Popular | Contact Us

| Home » Comics » DC COMICS » Doomsday Clock

Doomsday Clock



Product Code: sub-dc-doomsdayclock
Availability: Subscription

$3.99

Regular Price: $4.99

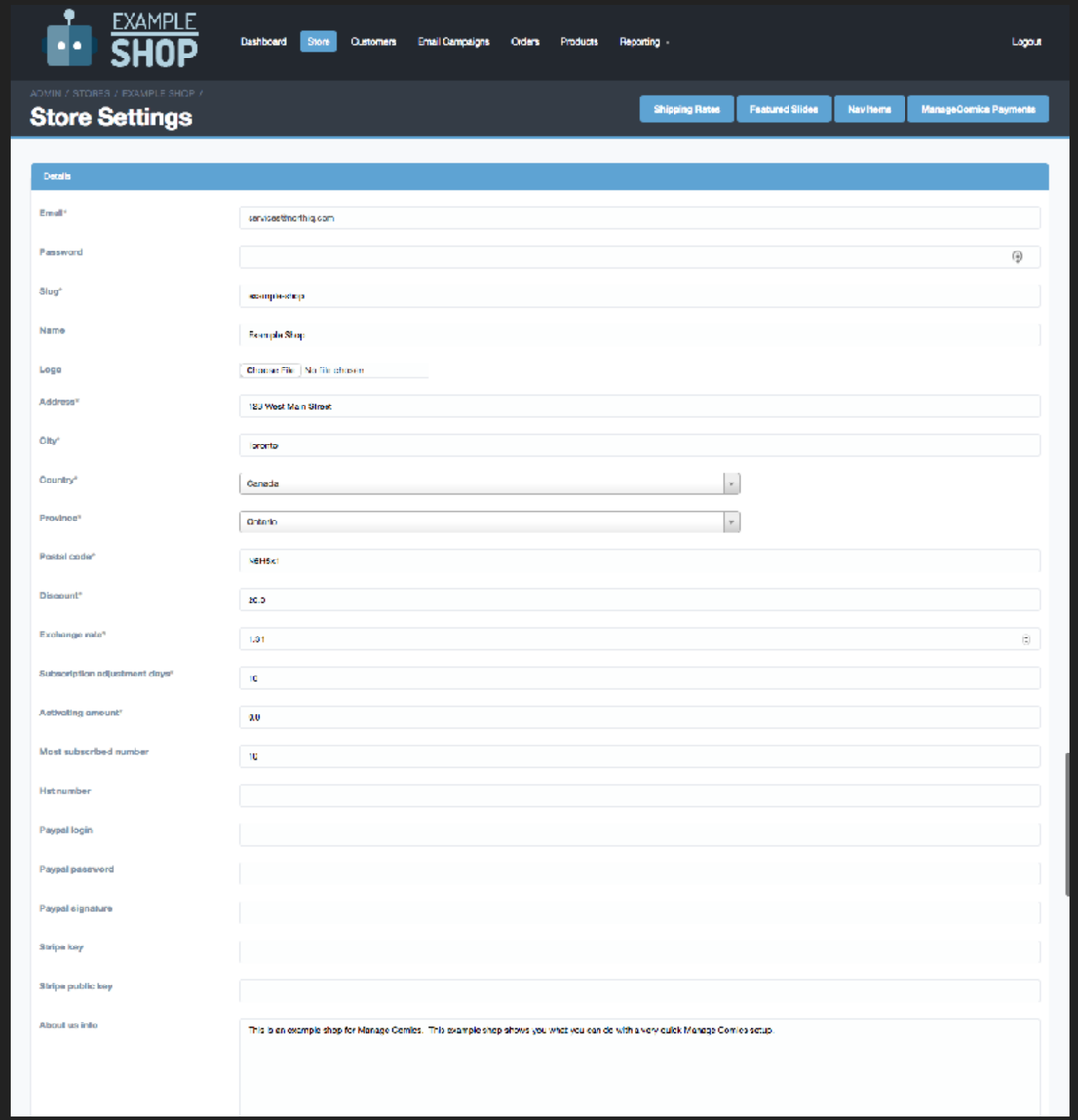
Qty 1 + − SUBSCRIBE

The product view lets a customer see the details about what they're subscribing to. Regular price, and discount price are shown with current exchange rate.

MANAGE COMICS STORE ADMIN VIEW

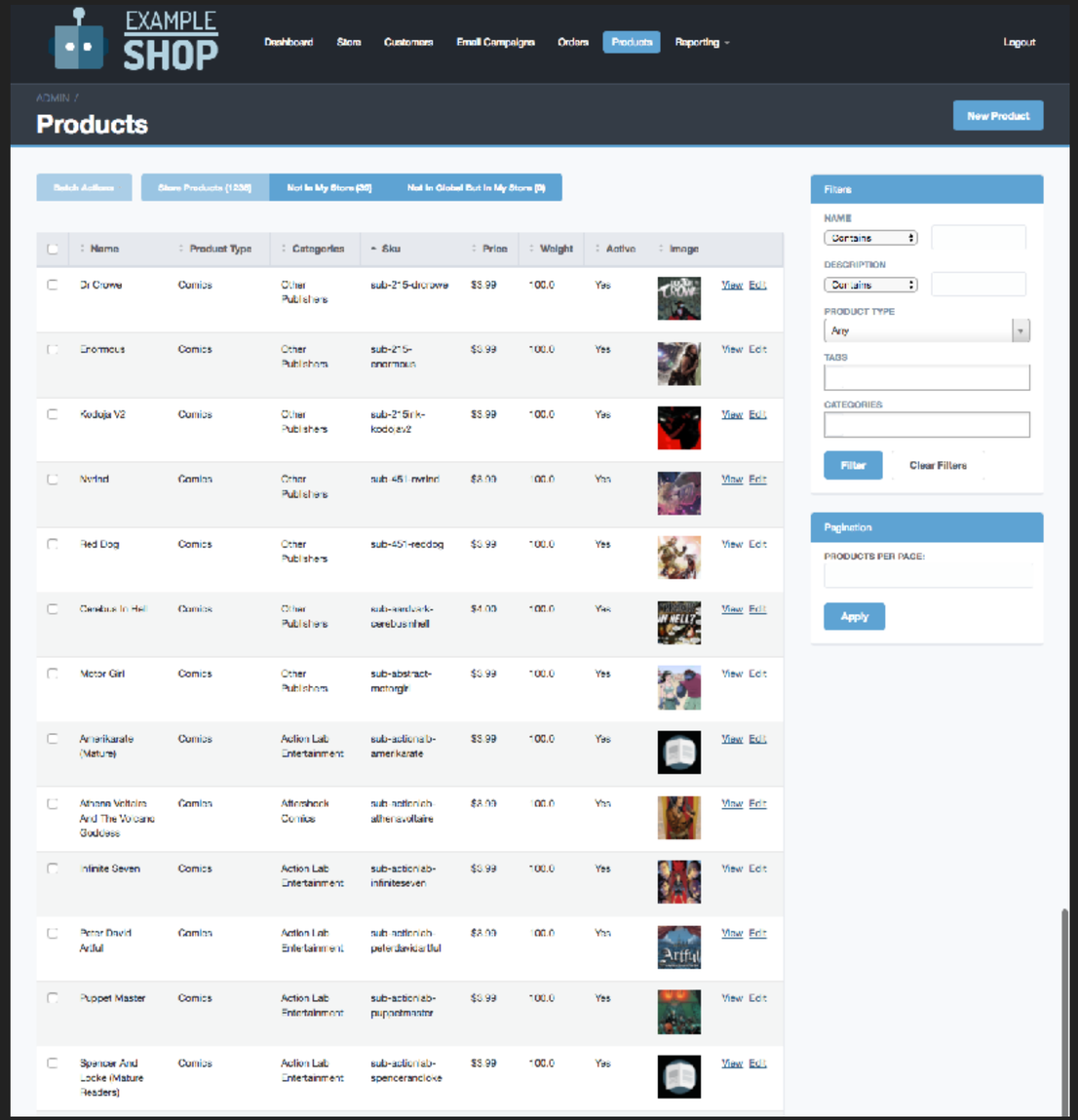
ADMIN – STORE SETTINGS

- Getting started is simple, we update the site with your logo and colors
- Add your basic wording to welcome and registration pages (or you can use our pre-built wording)
- Set your currency, discount %, country, province/state, tax and shipping settings, payment settings, and more
- Set up your customers (with your choices of “final order cut off” dates)
- Import any existing customer subscriptions
- That’s it, you’re ready for your first pull



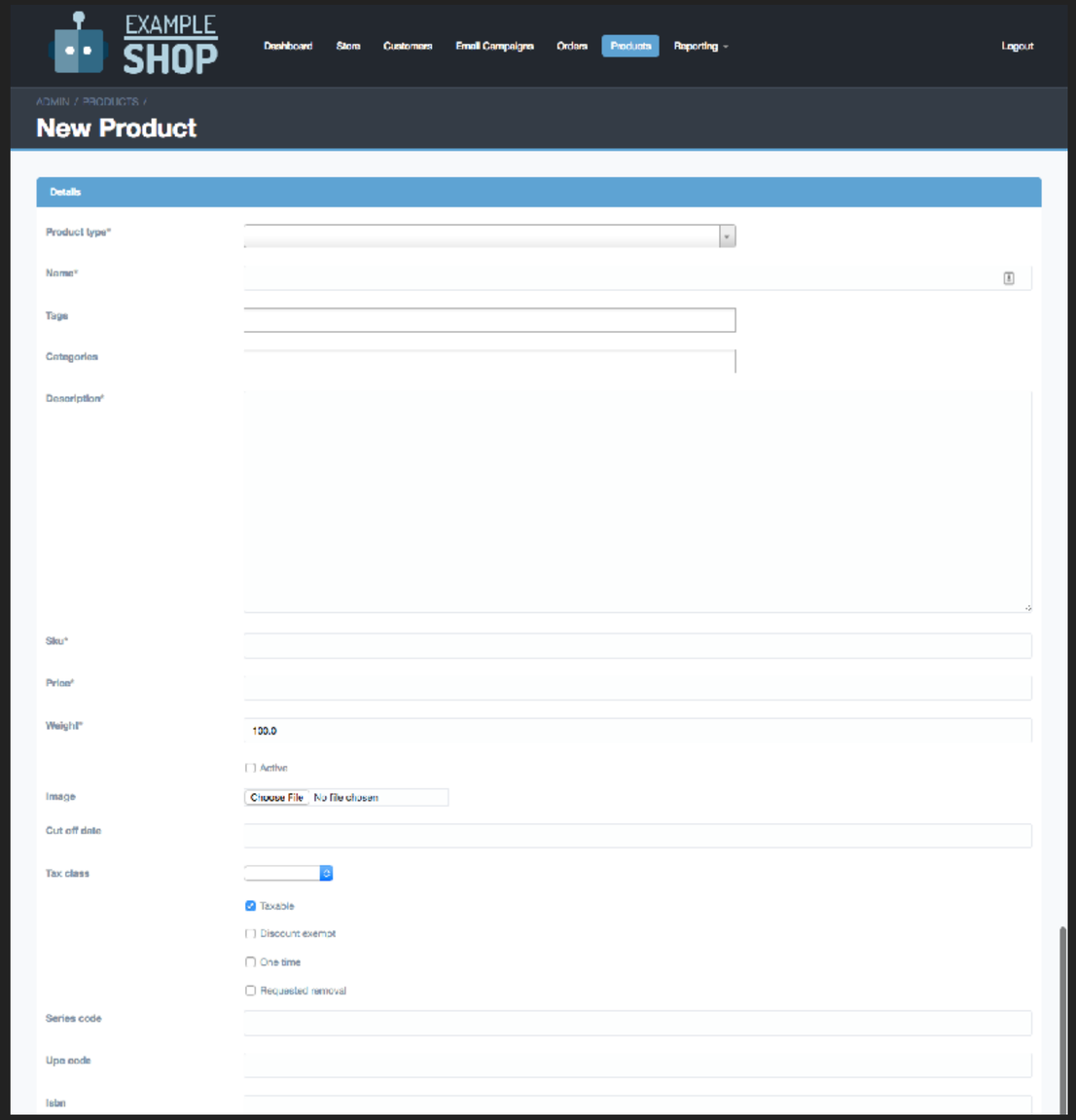
ADMIN – PRODUCTS

- Products are shown based on Store Products, Not in my store, Not in global but in my store
- Products are shared with Global Manage Comics database
- Manage Comics adds products monthly as part of your subscription
- New products show up in “Not in my store” and can be easily added to your database.



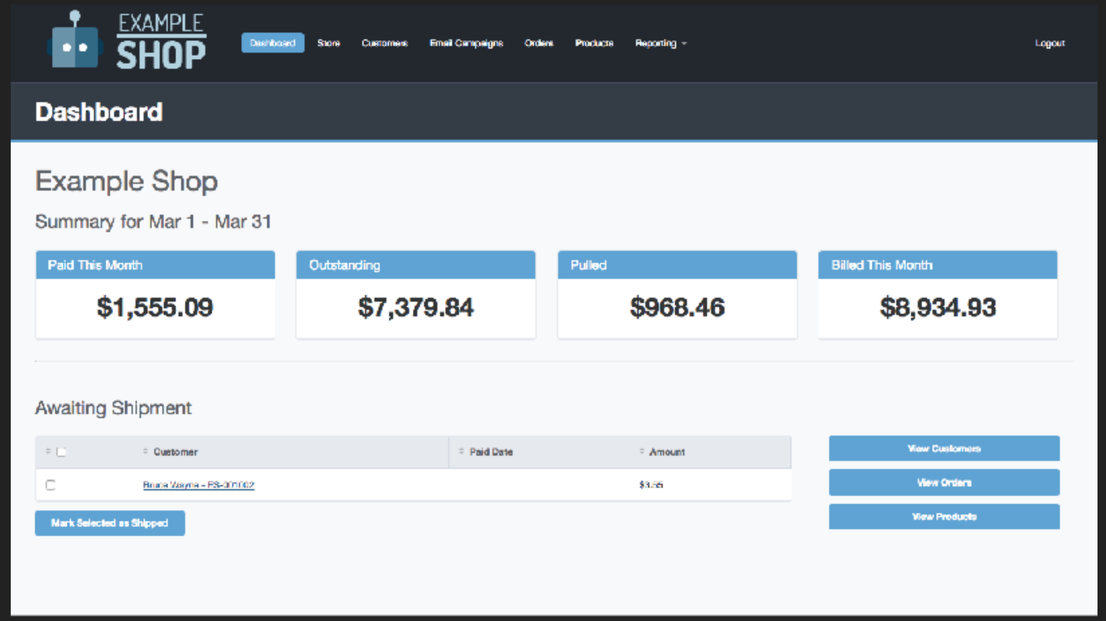
ADMIN – ADD PRODUCT

- Shops can choose to add their own products
- Products are added through simple interface
- Option to allow to be added to global database
- Simple interface for uploading images for products



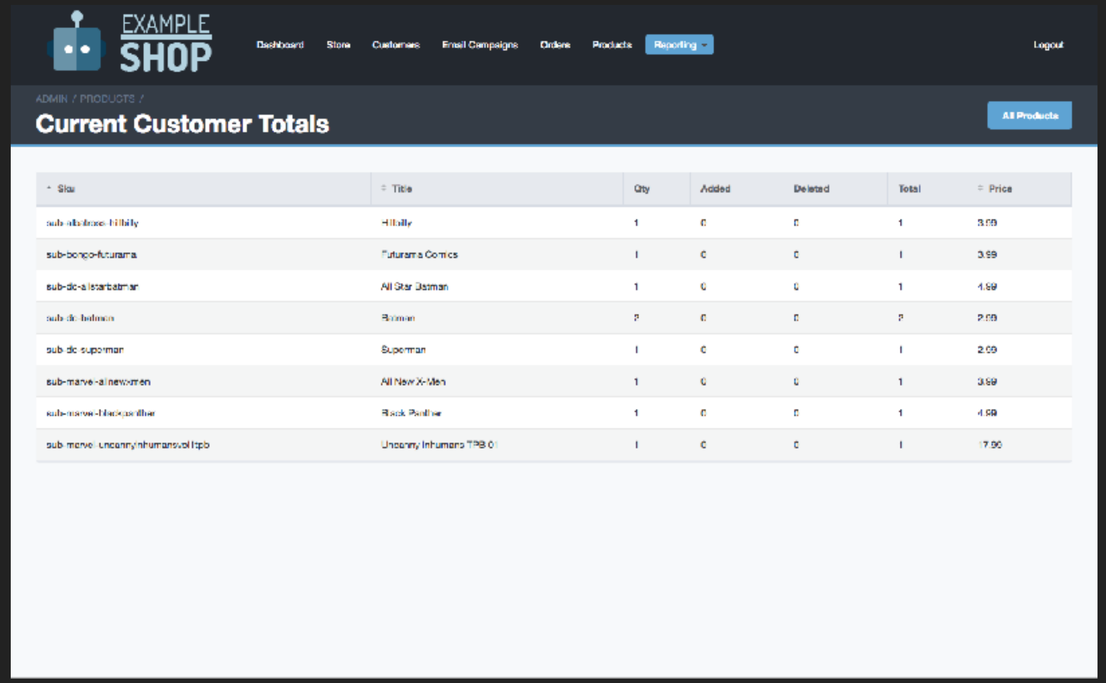
STORE DASHBOARD

- The Store Dashboard is your default view
- Shows an overall view of how much has been pulled, billed and paid this month
- Shows any orders waiting shipment
- Quick links to most common tasks



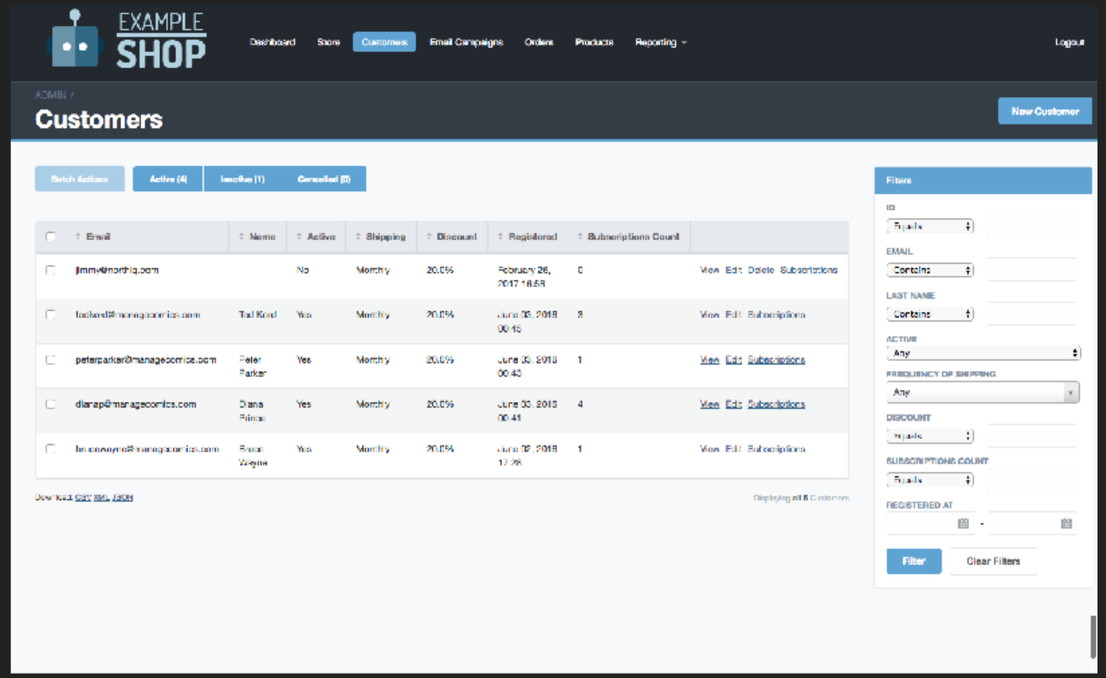
ADMIN – CURRENT CUSTOMER TOTALS

- Shows totals sorted by publisher, with Totals on each line
- Makes ordering by Final Order Cut Off easy
- Reduces the amount of unsold inventory you are carrying



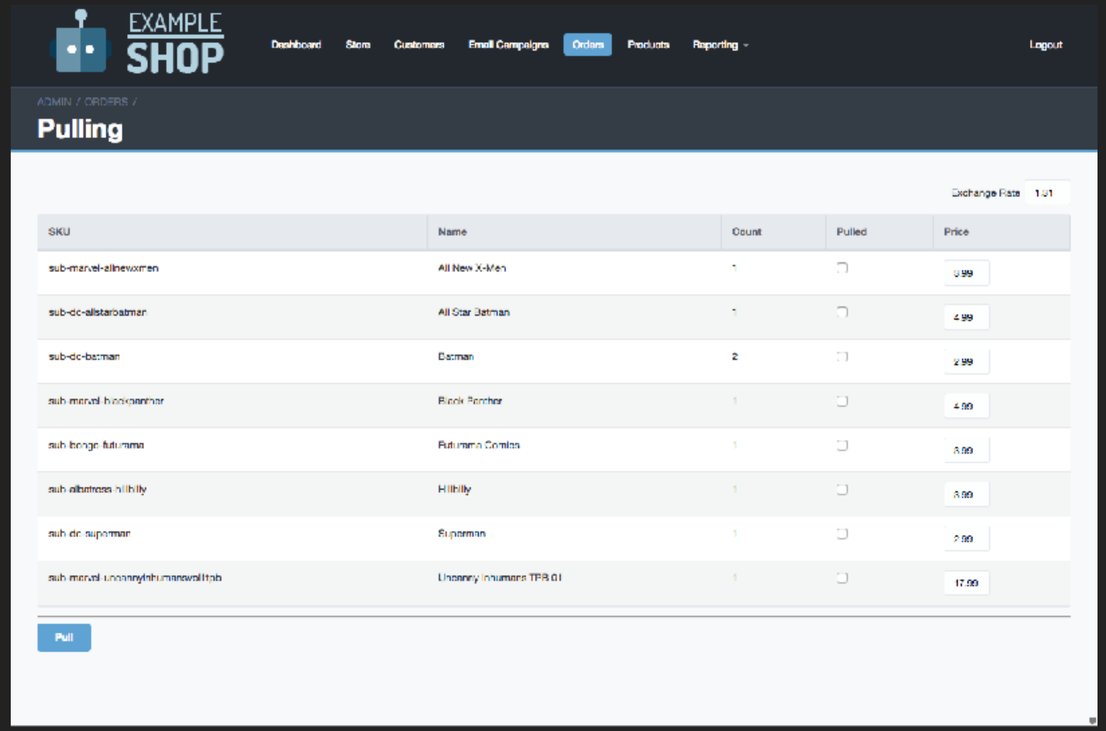
ADMIN – CUSTOMERS

- The customer view shows you all of your customers in a large list view
- Quick links to view, edit, and subscriptions
- Search for customers by options including email address, last name



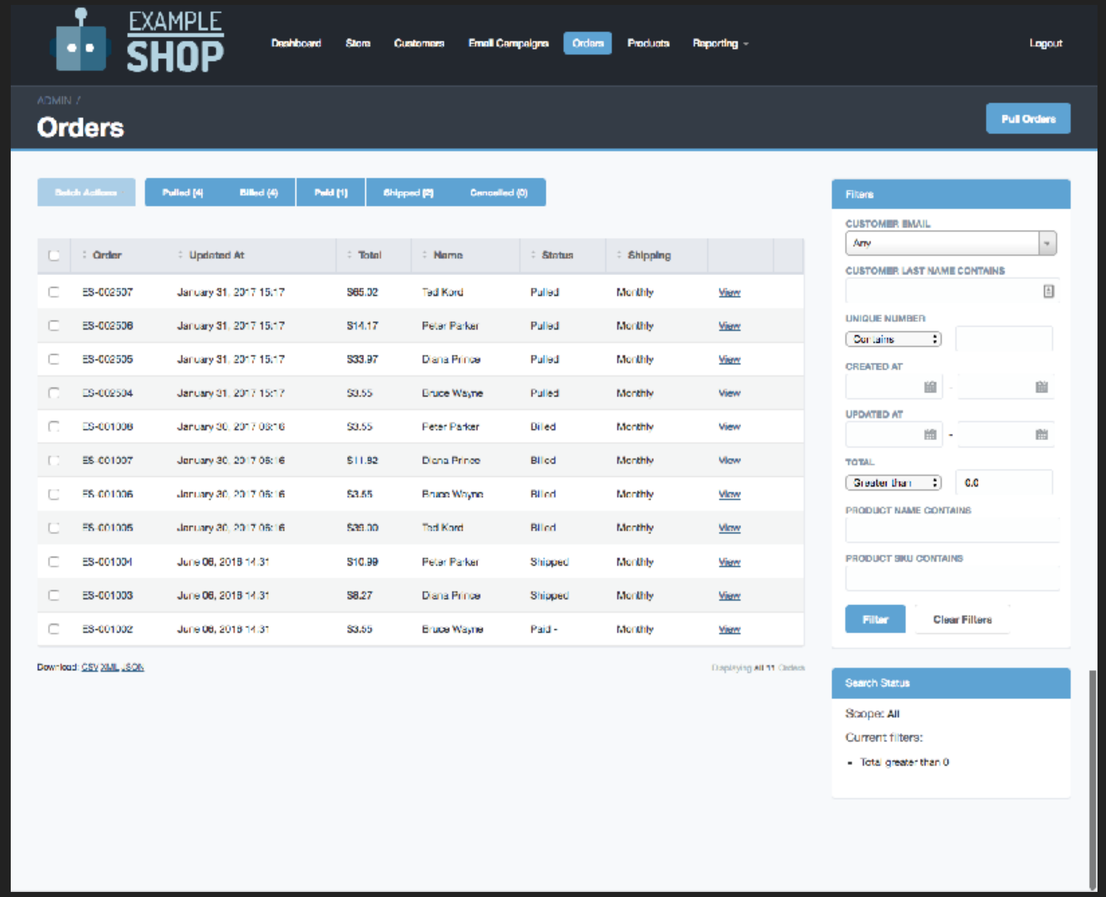
ADMIN – DO PULLS

- All comics currently on any customer pull list show up on Do Pulls page
- Set Exchange Rate (if different than default of 1.00 - this is for non-US customers)
- Shows sku, Name, Count (current # requested by customers)
- Click checkbox on titles to be pulled
- Option to change price (in special cases such as Annuals etc)



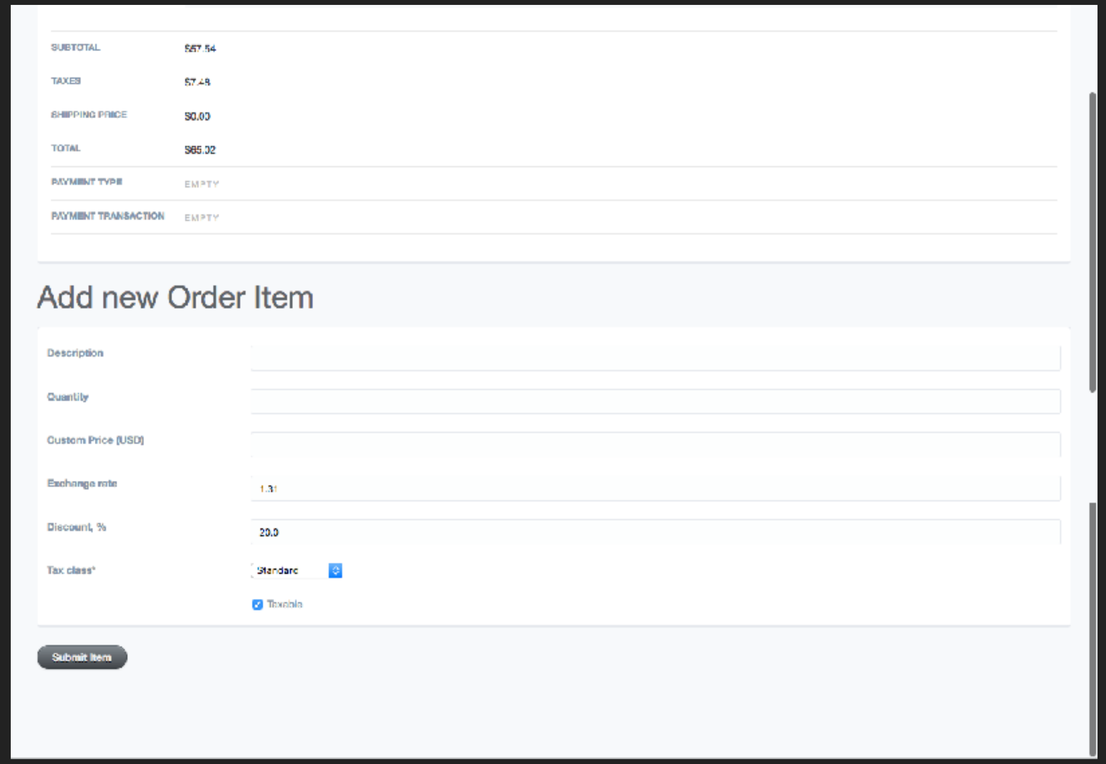
ADMIN – ORDERS

- Orders show all orders sorted by order number.
- Default view shows last updated, total, name, status (Pulled, Billed, Paid), and shipping frequency
- Link to view order
- Filter options include order number, email, and last name.



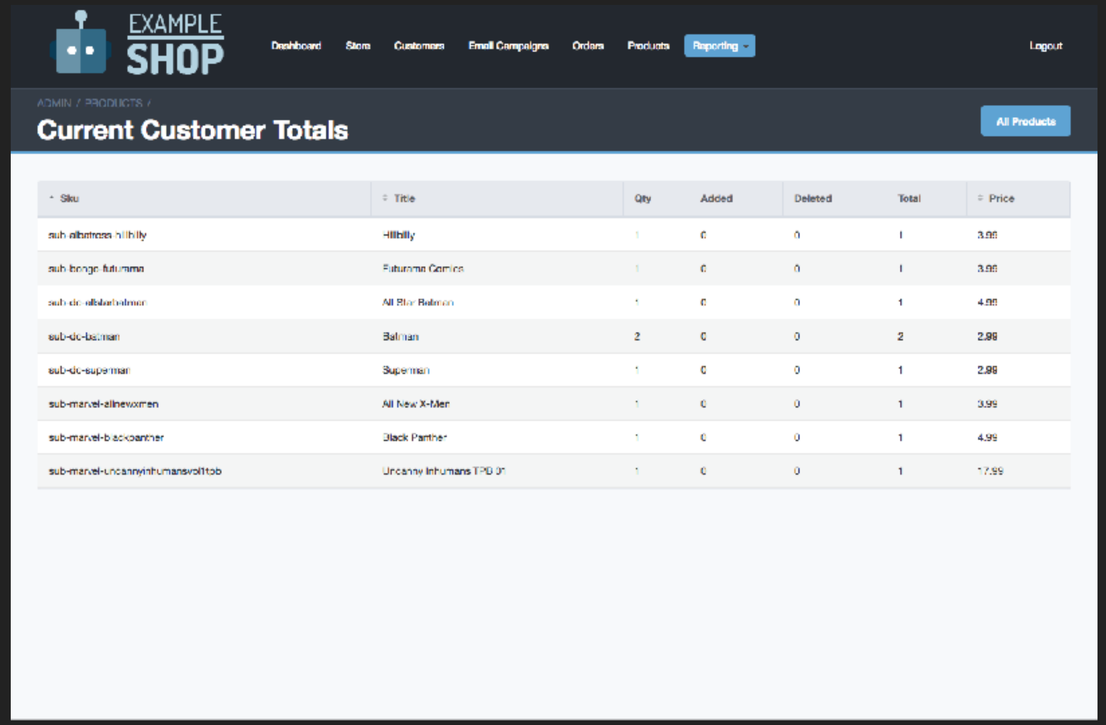
ADMIN – ORDERS: ADD TO ORDER

- When you go into an individual order, you can manually add an item to the order.
- This allows you to add something not on a subscription list to a customer's order
- If a customer orders a copy of "Watchmen", you can add it to their order for the week.



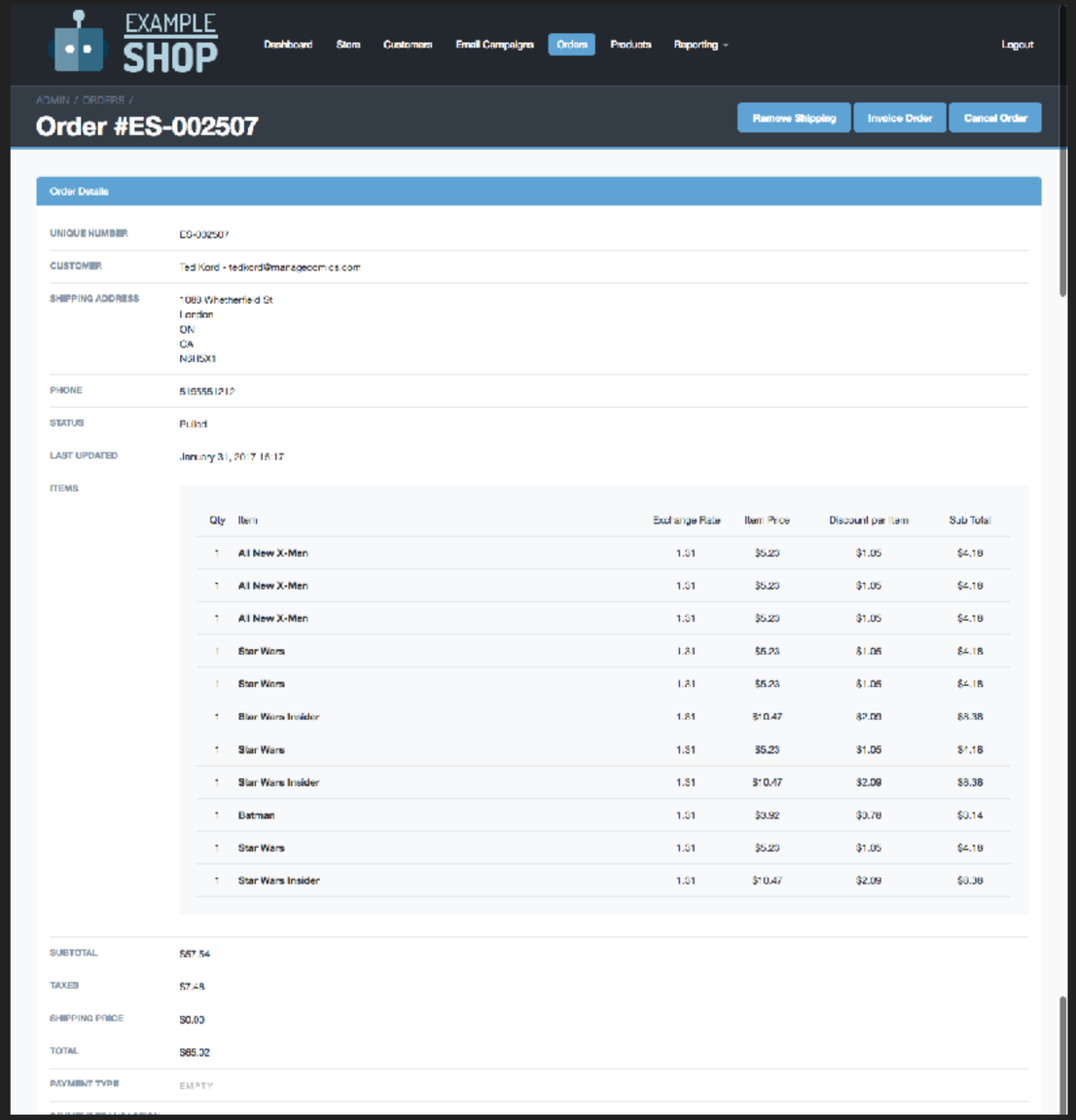
ADMIN – PULL REPORT

- When you click “Pull”, the system matches up all customers and subscriptions. Takes 1-5 minutes to process and sends you an email when it is complete
- Afterwards, pulls are shown on this report which breaks down a weekly pull list per customer
- Future enhancement: Show by all customers who get a title.
- Can be used to display historical pull lists (if you want to see a previous week’s pull)



ADMIN – ORDERS: INVOICE ONE ORDER

- Opening an order allows you to invoice that order
- Lets you create special orders for people who may not be customers
- Allows you to invoice outside of a schedule (weekly, twice monthly, monthly)



Dashboard | Store | Comments | Customers | Email Campaigns | Orders | Products | Reporting | Tax Rates | View Store | Logout

ADMIN /

Email Campaigns

New Email Campaign

Store Campaigns (9) | Available For Import (3)

Subject	Include Products	Products From	Products To	Send Date	Number Of Recipients	Active	Has Been Sent At	
January 2018 Subscriptions Update	Yes	December 30, 2017	January 05, 2018		0	No		View Import to My Store
December 2017 Subscription Update	Yes	December 01, 2017	December 13, 2017		0	No		View Import to My Store
New Comics added for November 2017	Yes	November 02, 2017	November 04, 2017		0	No		View Import to My Store

Download: CSV XML JSON

Displaying **all 3** Email Campaig

Marketing Emails - written by us.

Details

Subject*

January 2018 Subscriptions Update

Body*

Source Bold Italic Link Image Bulleted List Numbered List Indent Outdent h1 h2 h3

Just like every month, we've added more than 100 products to our shop's subscriptions ready for you to order.

We're also in the process of overhauling our "other publishers" list to make it easier for you to find what you're looking for from great independent publishers.

In the meantime, here's some great things to look forward to this month.

From Dark Horse Comics, Neil Gaiman's American Gods My Ainsel continues the bizzare road trip across America.

DC gives us an Absolute presentation of Batman the Killing Joke with both the original and digital colourings of one of the best Batman stories of all time.

The New Age of heroes initiative continues with both Curse of the Brimstone and Immortal Men this month. Meanwhile, Young Animal is refreshing their entire line with Eternity Girl, Shade the Changing Woman, Cave Carson has an Interstellar Eye, and Mother Panic Gotham AD.

Don't miss the Dark Nights Metal HC, the Dark Nights Metal Nightmare Batman HC, and the Dark Nights Metal The Resistance TPB.

Image Comics brings back Marc Silvestri's Cyberforce, while Image partner Robert Kirkman brings a new series called Oblivion Song. Jeff Lemire presents Gideo Falls, and there's a new crime story set in the late 80's by Rich Tommaso called Dry County.

Marvel is pushing into the Infinity Countodwn as the saga of the Infinity Stones begins. The New Mutans are back, and they're exploring the darkest corners of the Marvel Universe (very similar to the upcoming Fox movie). Of course the New Mutants got their start in the darkness, and you can see some of that in the new collection of the New Mutants The Demon Bear saga.

Of course, what list would be complete without Oni Press and the Rick and Morty Presents the Vindicators, featuring the secret stories and hidden past of everyone's favourite band of heroic adventurers

Include Added Products?

Products from

2017-12-30

Products to

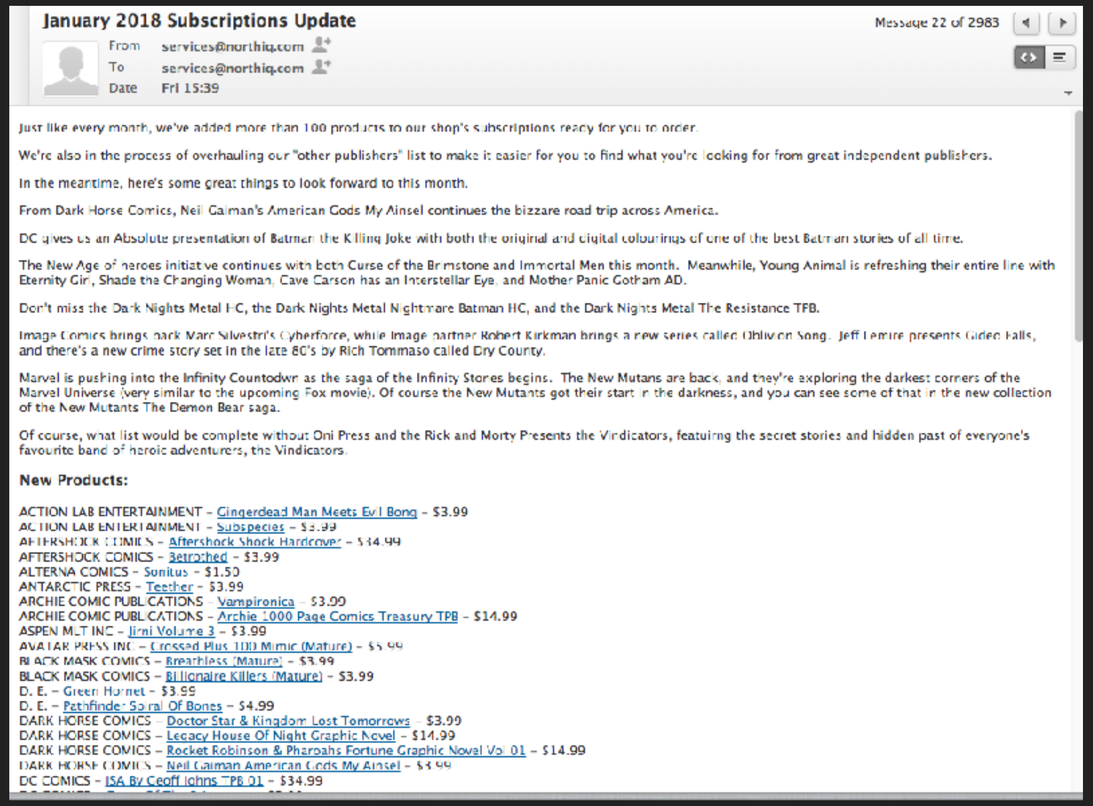
2018-01-05

Review Email

Edit it, update it, and send it out, or you can create your own.

ADMIN – ABOUT EMAILS

- Emails are sent through a 3rd party that takes care of whitelisting, and makes sure every email ends up in your customer's inbox.
- Emails are pretty boring right now, but we are adding store customizations to them in Q1 2018



January 2018 Subscriptions Update

Message 22 of 2983

From services@northiq.com
To services@northiq.com
Date Fri 15:39

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New Products:

ACTION LAB ENTERTAINMENT – Gingerdead Man Meets Evil Bong – $3.99
ACTION LAB ENTERTAINMENT – Subspecies – $3.99
AFTERSHOCK COMICS – Aftershock Shock Hardcover – $34.99
AFTERSHOCK COMICS – Betrothed – $3.99
ALTERNA COMICS – Sunitus – $1.50
ANTARCTIC PRESS – Tether – $3.99
ARCHIE COMIC PUBLICATIONS – Vampironica – $3.99
ARCHIE COMIC PUBLICATIONS – Archie 1000 Page Comics Treasury TPB – $14.99
ASPEN MLT INC – Jinni Volume 3 – $3.99
AVATAR PRESS INC – Crossed Plus 100 Mimic (Mature) – $5.99
BLACK MASK COMICS – Breathless (Mature) – $3.99
BLACK MASK COMICS – Billionaire Killers (Mature) – $3.99
D. E. – Green Hornet – $3.99
D. E. – Pathfinder: Spiral Of Bones – $4.99
DARK HORSE COMICS – Doctor Star & Kingdom Lost Tomorrows – $3.99
DARK HORSE COMICS – Legacy House Of Night Graphic Novel – $14.99
DARK HORSE COMICS – Rocket Robinson & Pharoahs Fortune Graphic Noval Vo. 01 – $14.99
DARK HORSE COMICS – Neil Gaiman American Gods My Ainsel – $3.99
DC COMICS – JSA By Geoff Johns TPB 01 – $34.99

Dashboard Store Customers Email Campaigns Orders Products Reporting Logout

- Current Customer Totals
- Customer Lists
- Products by Date
- Pulls by Date
- Recent Customer Changes
- Revenue Report
- Sales Tax: Summary

ADMIN / ORDERS /

Sales Tax Summary

Please select the date range for which you'd like to see the summary:

2017-01-30 - 2017-03-01 Generate

Export to CSV

Show Audit Report

Sales Tax Summary

Example Shop

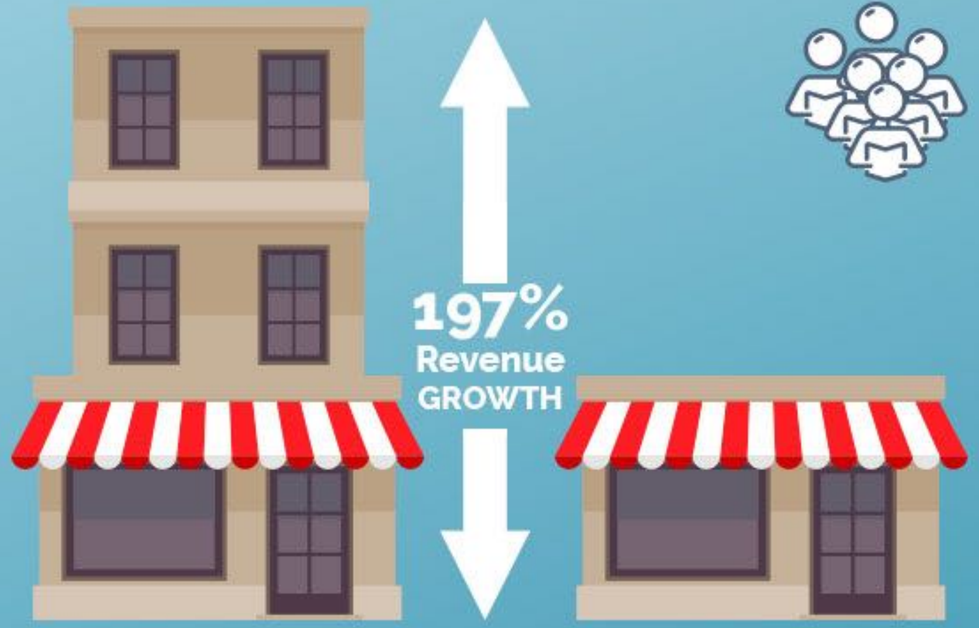
From January 30, 2017 to March 01, 2017

Total Revenue	Taxable Amount (Before Tax)	Tax For Period
$57.92	$51.25	$6.67

Sales Tax Summary and Revenue Reports are professional views which show revenues and taxes, and have full audit reports attached.

All New Comics saw spectacular results in their first year using Manage Comics!

233%
MORE customers in one year!

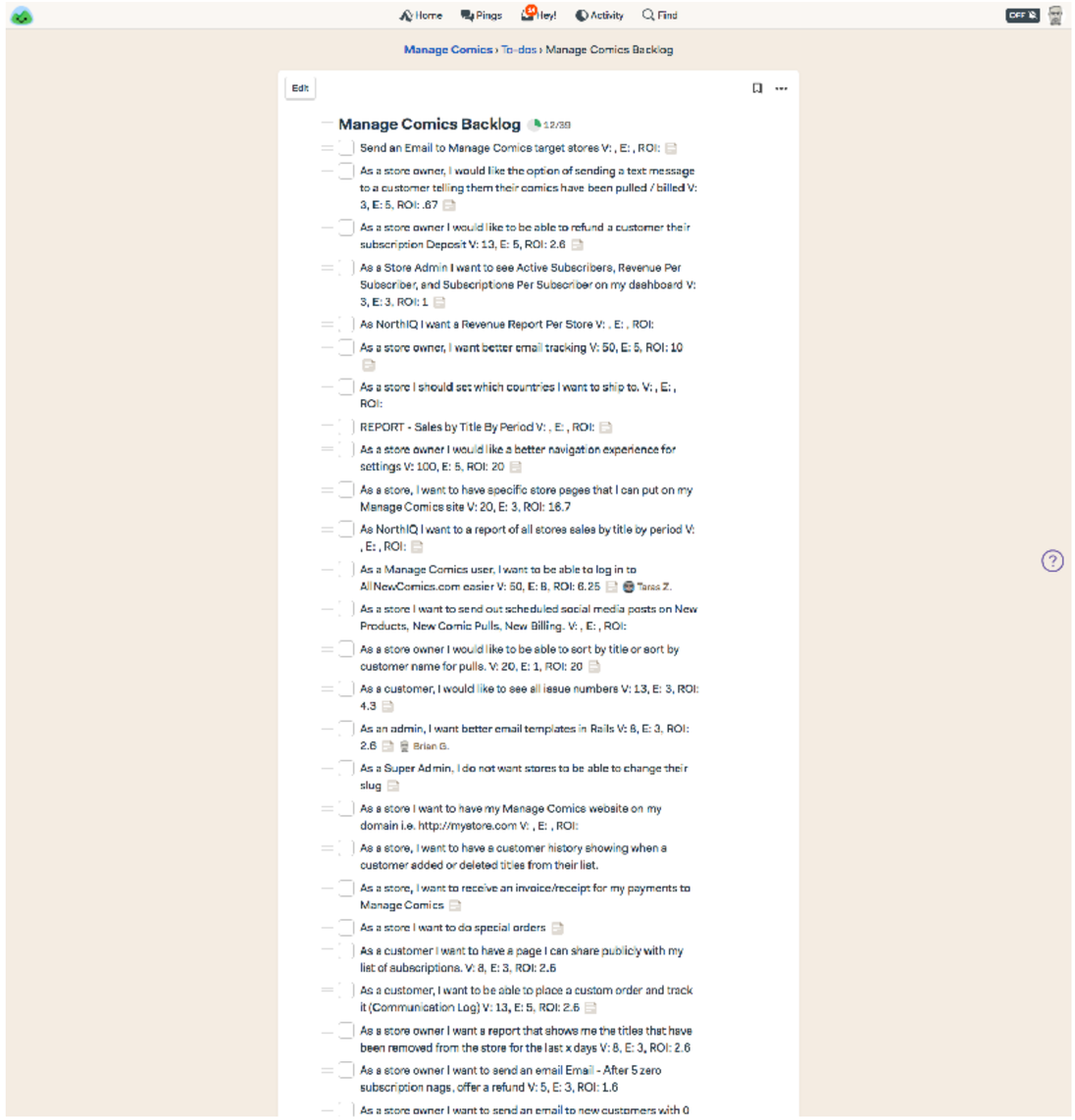


Within 24 hours of an email update 25% of customers update their lists.

Average 24 titles per subscriber

FUTURE UPDATES

- Tons of visual enhancements, Q1 2018
- Special Orders, Q1 2018
- Issue numbers on invoices, Q1 2018
- Many More enhancements coming



INTRODUCTORY PRICING

Small	Medium	Large
Up to 20 Customers	21-99 Customers	100+ Customers
All Features	All Features	All Features
Guided Setup	Guided Setup	Guided Setup
$20/month	**$70/month**	**$120/month**

Get Started With Manage Comics Today!

This has been a labour of love for me for more than a decade. I want to help comic shops succeed, and I have proven that this system is one way to do just that.

For today only, we are offering 60 days free for you to get used to the system we will set you up with your store, import your customers, and import their subscriptions.

http://info.managecomics.com/onboarding/

CUSTOMER TESTIMONIAL

Manage Comics has increased my profit substantially. Customers can manage their own lists, I get daily updates on what has changed, and we can order with 100% confidence. We get paid by customers on time, and we rarely get left with unclaimed pulled orders.

Manage Comics is the modern way to manage subscriptions for your customers.

Peter Fisico – All New Comics Inc.