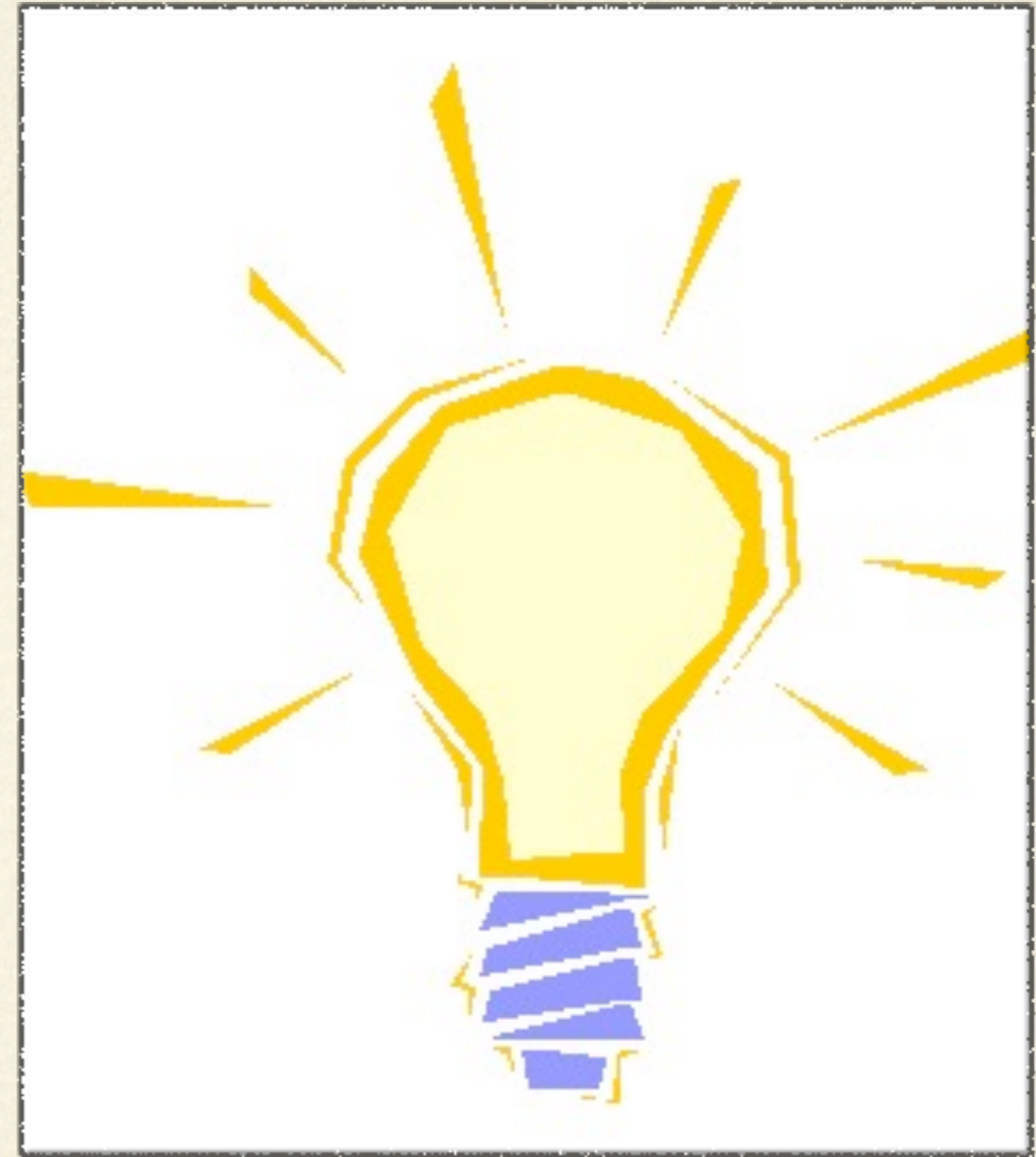


Live Authoring



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A Great Idea



You have a great idea for a book, but only have the initial few pages.

Make a Few Pages

The screenshot displays the Aerobook Maker software interface. At the top left, the logo "aerobook maker" is visible, followed by the project name "a - Peter Pan". The main workspace shows a book cover for "PETER PAN" with the text "HEAR IT READ IT" and a play button icon. The cover art depicts Peter Pan flying over a beach with other children. On the right side, there is a sidebar with tabs for "Page" and "Element", and a list of elements including "Shape", "Appearance", "Behavior", and "Remove". At the bottom, there is a page navigation bar with a "Page 1" tab and a "Add New" menu with options for "Text", "Image", "Video", and "HTML". Below the navigation bar is a filmstrip showing 20 pages, with the first page highlighted.

First, we'll sketch out our first few pages. Get the ideas down as a proof of concept

Share

aerbook maker a - Peter Pan

Chapter I

Peter Breaks Through

All children, except one, grow up. They soon know that they will grow up, and the way Wendy knew was this. One day when she was two years old she was playing in a garden, and she plucked another flower and ran with it to her mother. Mrs Darling put her hand to her heart and cried, "Oh, why can't you remain like this for ever!"

Mrs Darling was a lovely lady. The way Mr Darling won her was this: the many gentlemen who had been boys when she was a girl discovered

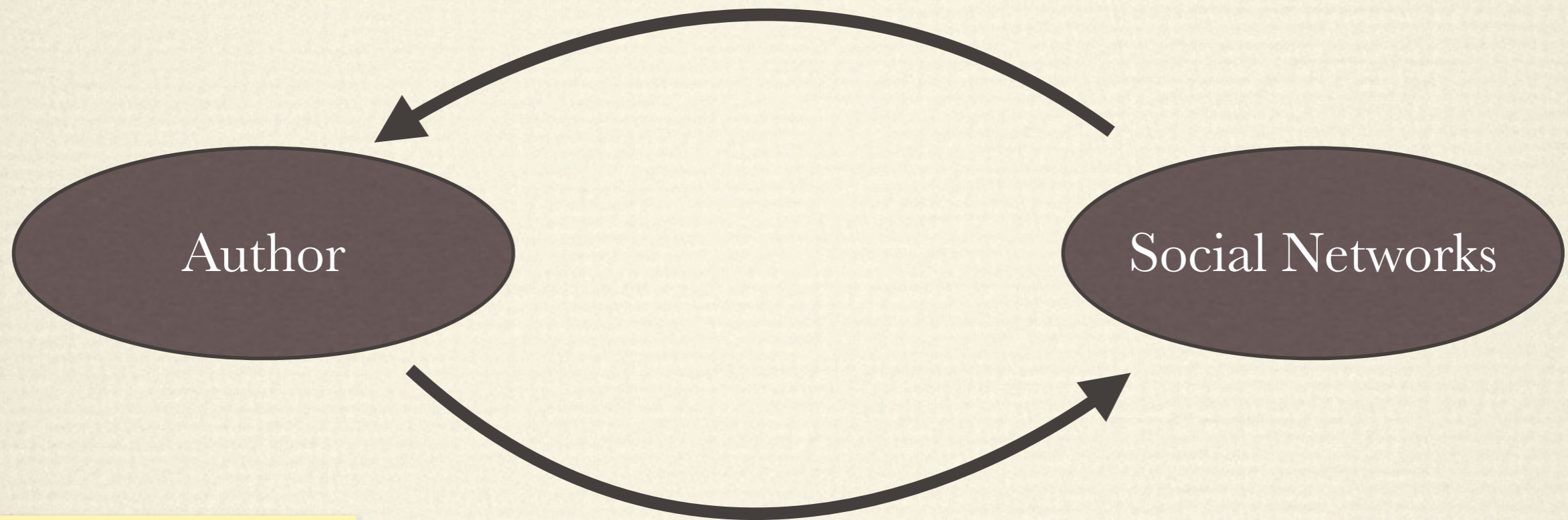
Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7 Page 8 Page 9 Page 10 Page 11 Page 12 Page 13 Page 14 Page 15 Page 16 Page 17 Page 18 Page 19 Page 20

Close Page Drawer



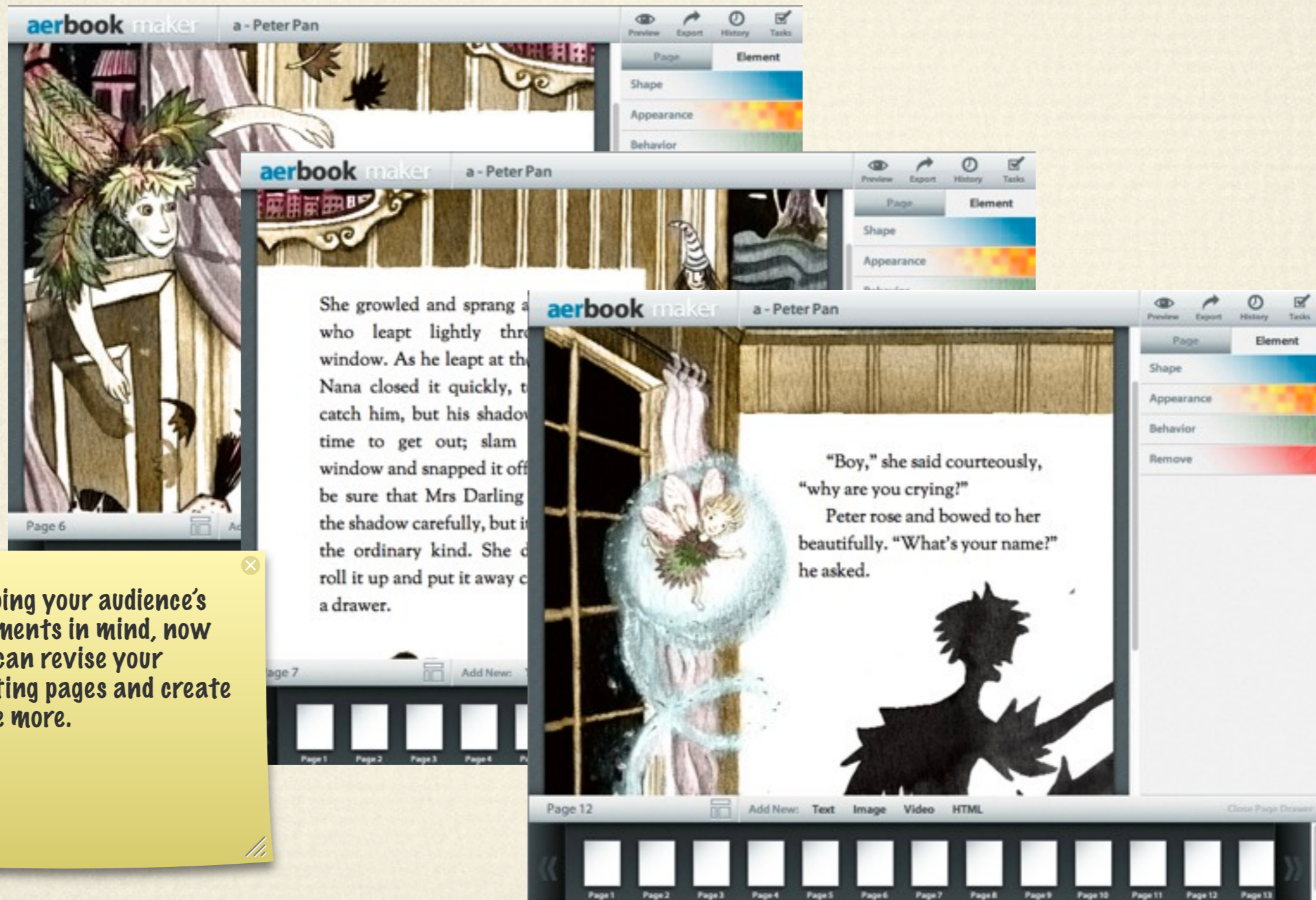
Now I can share these first few pages with my friends, family, and followers.

Discuss



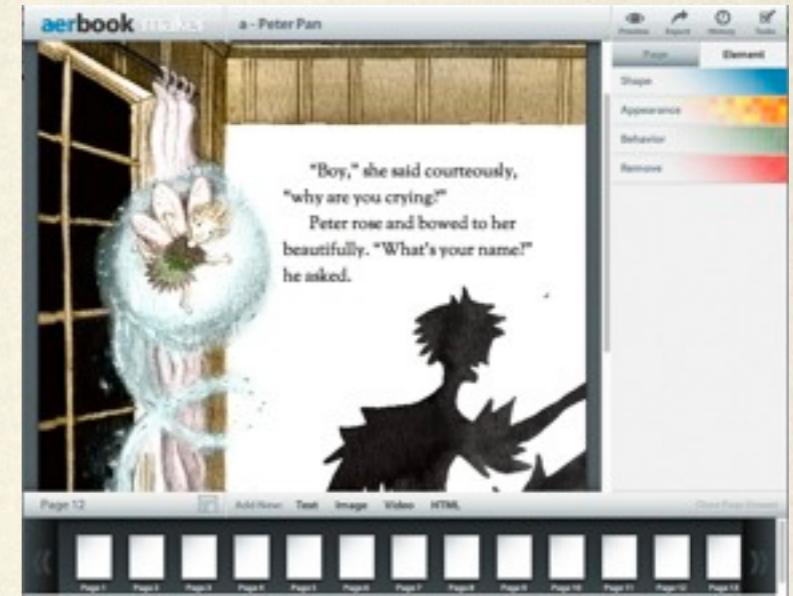
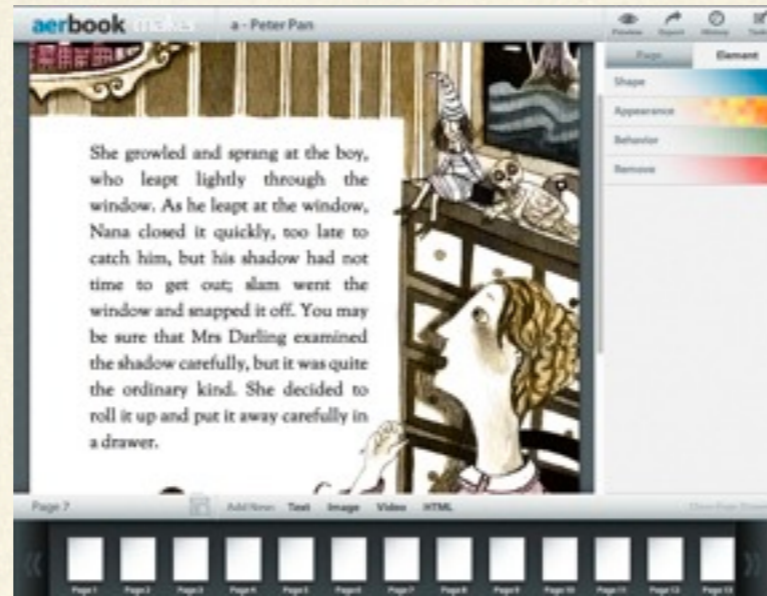
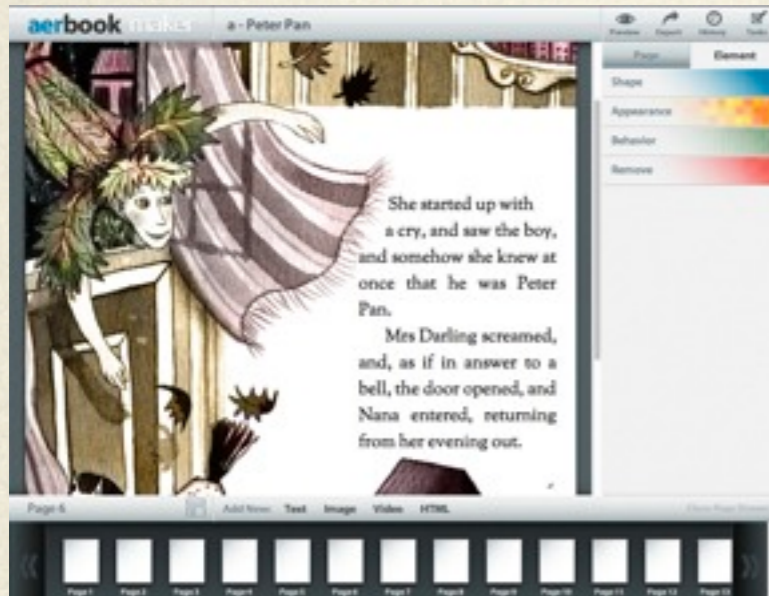
Open discussion up on whatever social networks you are comfortable with. Remember - discussion is a two-way conversation.

Revise & Continue



Keeping your audience's comments in mind, now you can revise your existing pages and create some more.

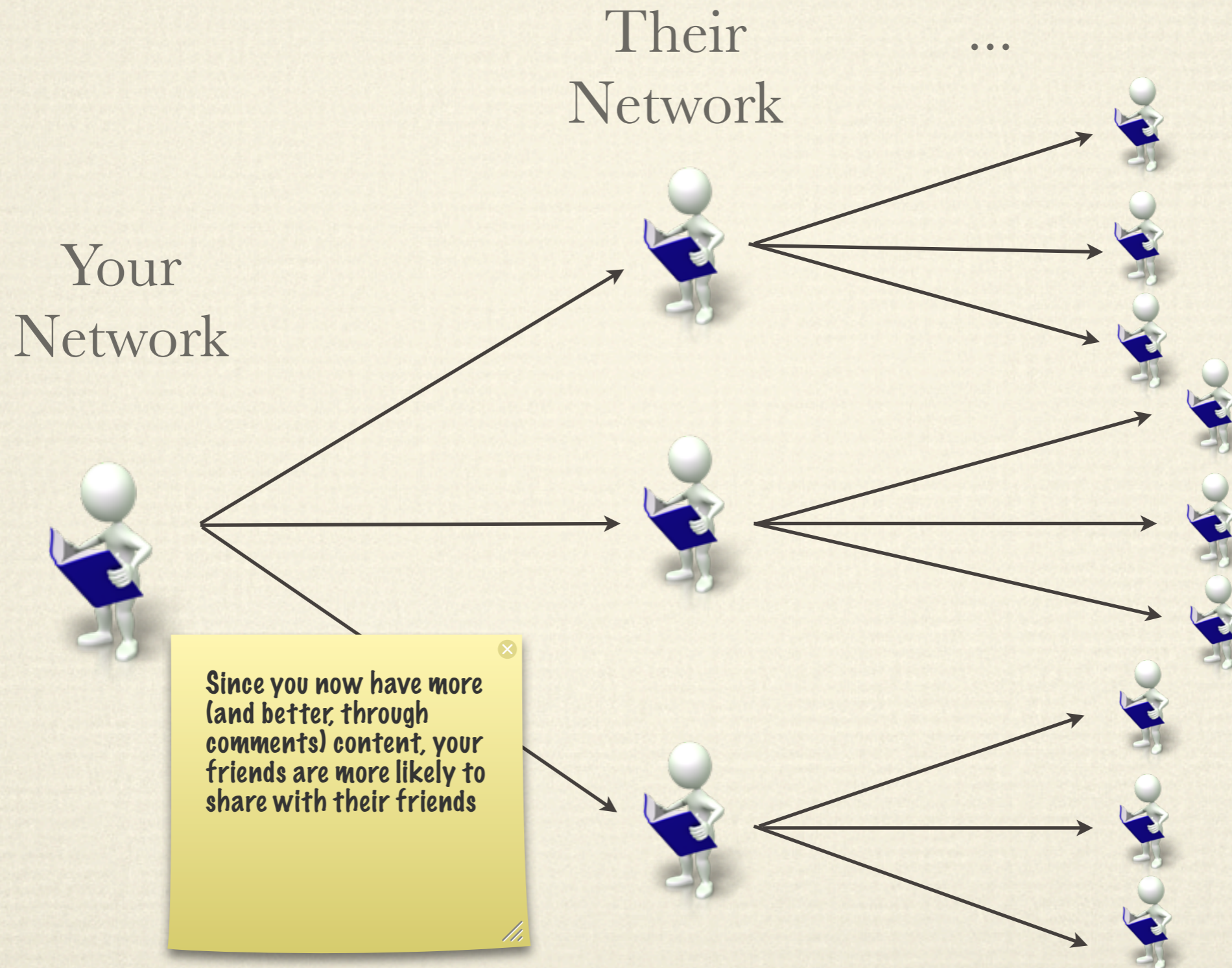
Sharing is Caring



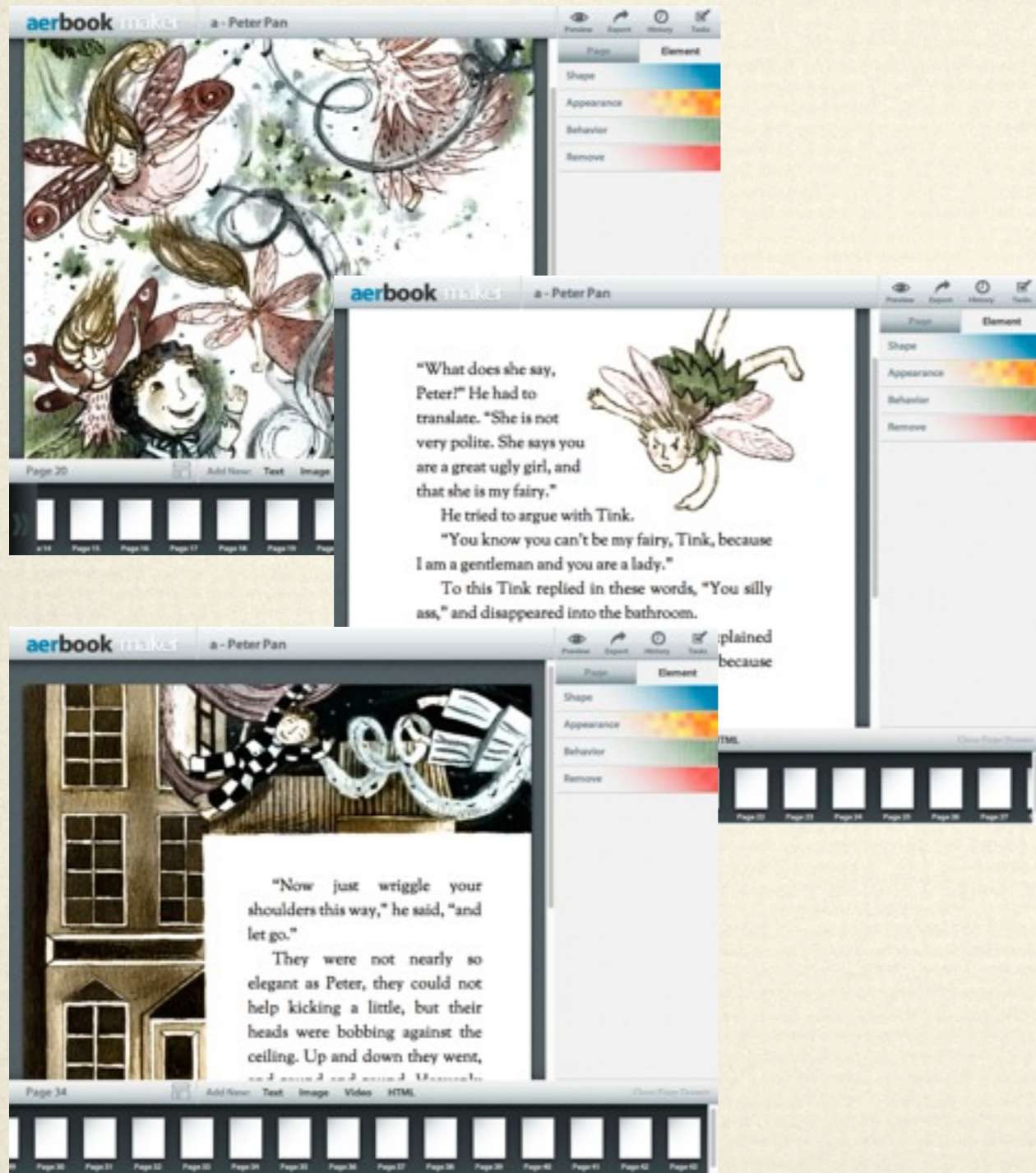
Our new content is now ready to be shared again.



More to Share = Will Share More



Revise -> Continue -> Share



Add more pages, revise your existing, and share once more.

STOP! Checkpoint



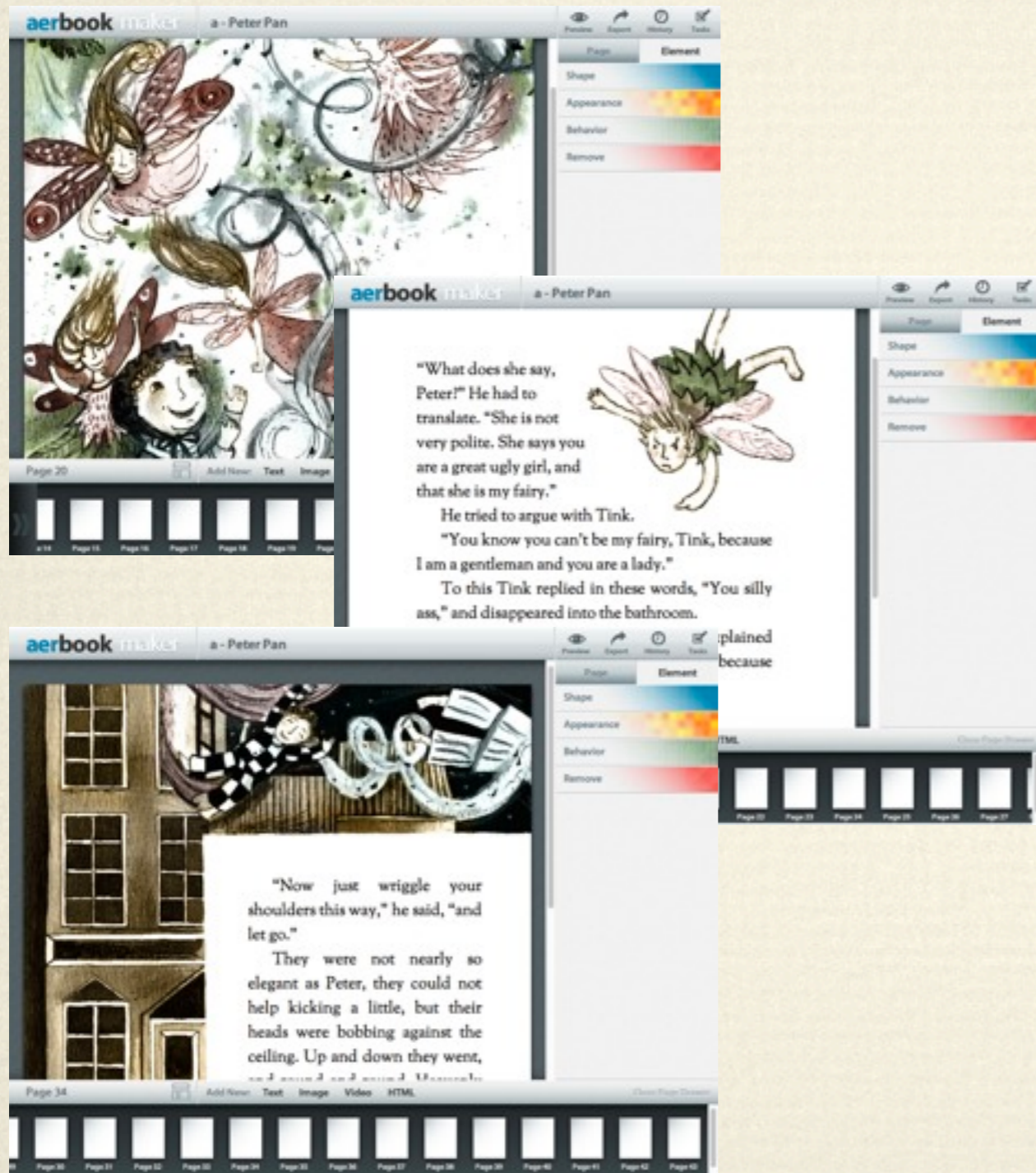
How have people responded to early previews? Are people apt to share? At this point, your investment is minimal and cutting losses early prevents risk.

Decision Point

Do you have:

- ❖ Large Interested Audience
- ❖ Deep Sharing
- ❖ Consistent Following

Revise -> Continue -> Share



Now we go back to this cycle of revise, create, share. We can share small parts of the book, or the entire work to date.

Book Complete

At some point, our product is complete. We find ourselves with an ePub, a KF8, an iOS and android app, and a web version. Now what?

Now What?



KF8



PROFIT!

Now we sell this and make tons of money. But why will we make tons of money?

But Why?

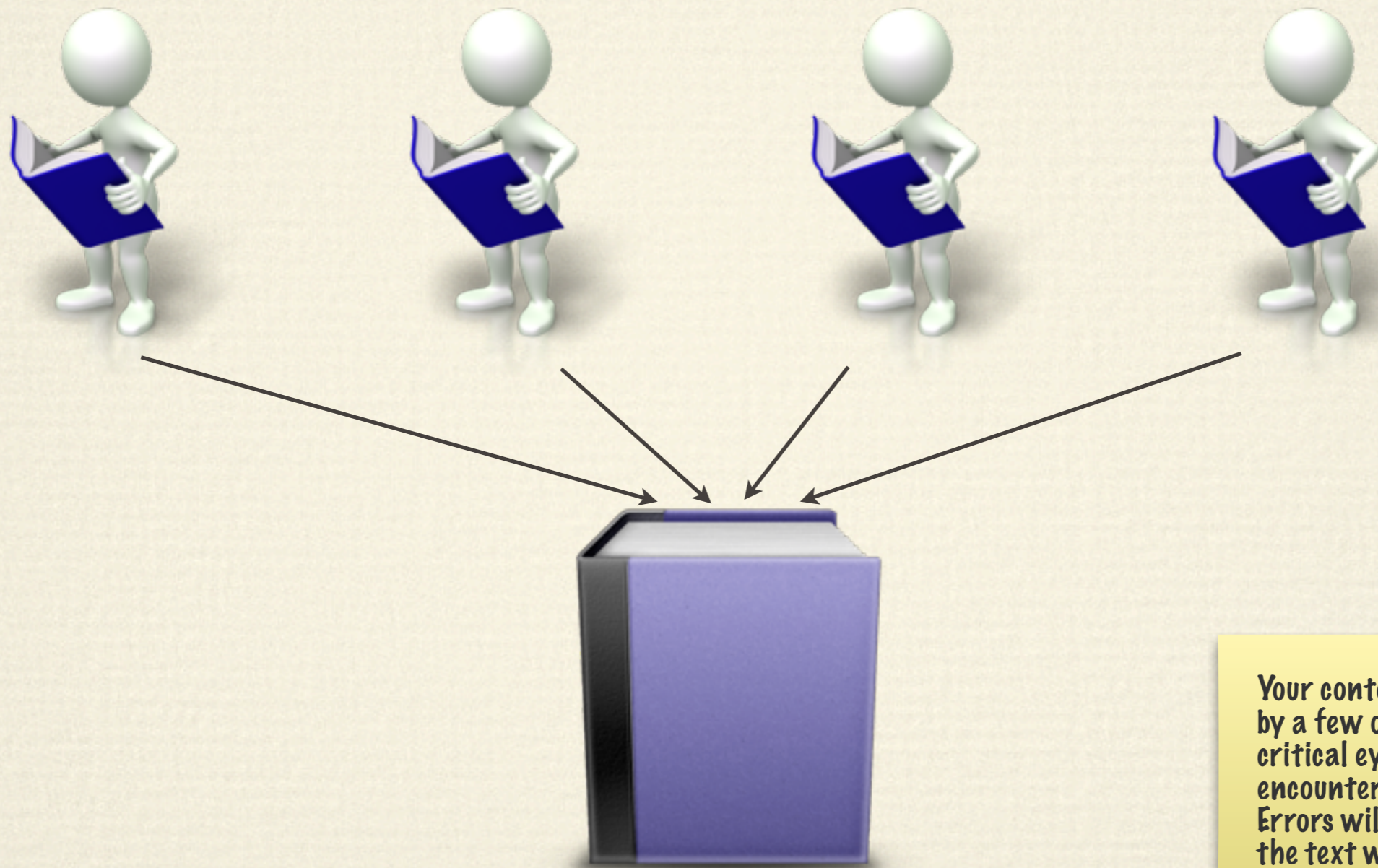
We Have What You Want

Thanks for
listening to me!

Since we listened to our audience, we know what they liked and disliked and adjusted for that. Additionally - they are invested in this and want to see it succeed



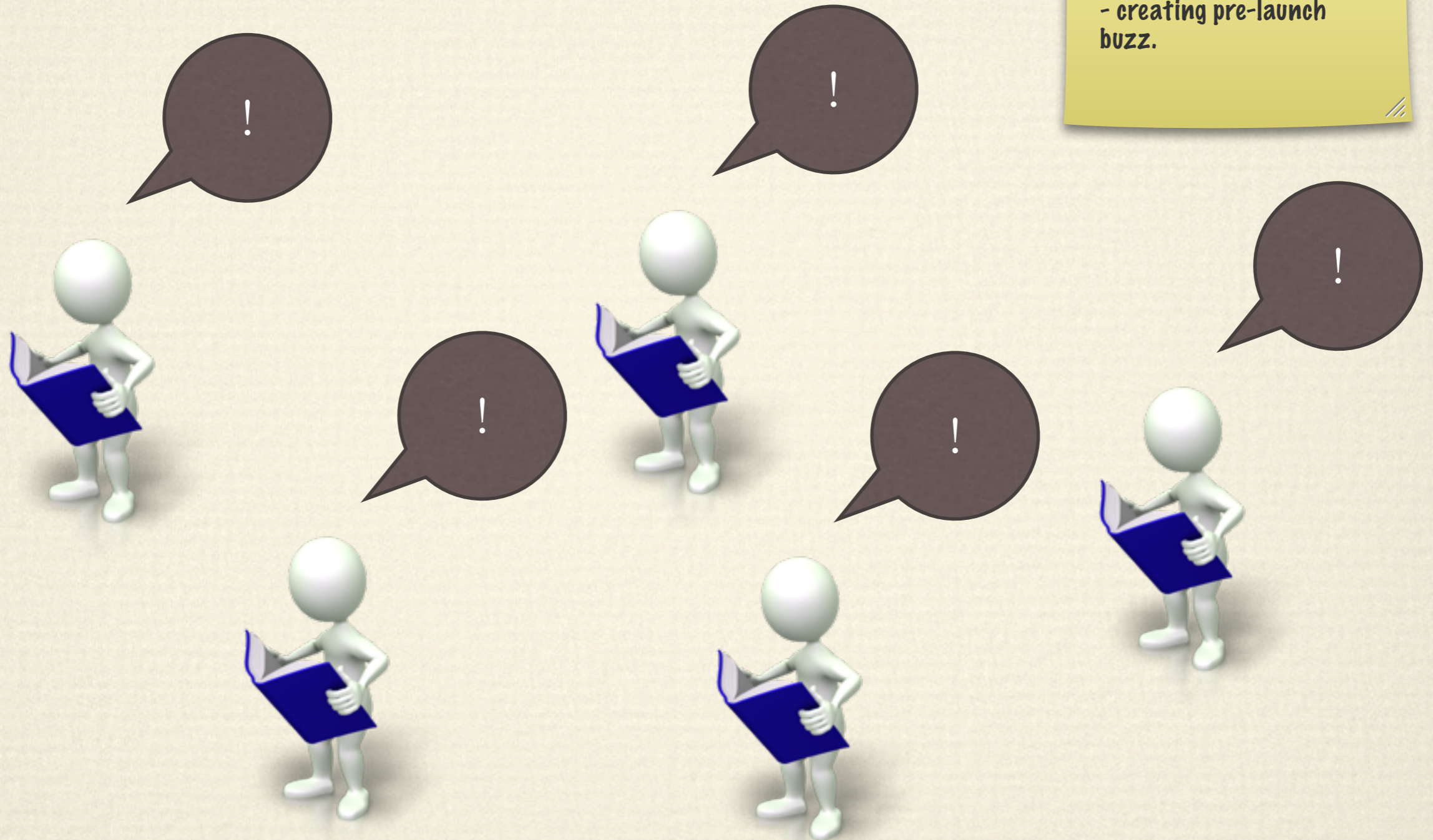
Crowd Sourced Editing



Your content has passed by a few of the most critical eyes you will encounter - readers. Errors will be found and the text will be better for it.

Existing Buzz

Through the entire development process, readers have been engaging with, and discussing, your content - creating pre-launch buzz.



Bank of Ideas

During discussion, there will be too many good ideas to implement in this project, but they should be noted and kept for future!



Not Just for Self Publishers

Author's Network



Author



Publisher

Publisher's Network



Beyond fronting the cost of publishing, a publisher can also offer access to a larger network of users and additional resources to help guide the discussions

Summary

- ❖ Engage users
- ❖ Create better content
- ❖ Sell more content
- ❖ Build a community
- ❖ @NickRuffilo
- ❖ nick@aerbook.com

