

Aliveguide publishing – an overview

Aliveguides are an interactive, multimedia online publishing format that contain practical guidance to help people make intentional changes in their daily lives.

Aliveguides are often based on material that is already available in other publishing formats such as books, workbooks, CD's, MP3's, e-learning programs and course notes. The Aliveguide format extracts "just the juice" from one or more such formats, combines it with built-in tools for helping integrate change into day-to-day life and provides online access to other people using the same material. The result is what we believe to be the world's leading publishing format for material intended to support people to make the changes they want in their lives. Insights, comments and suggestions can be added to Aliveguides by users to create a dynamic collective knowledge bank based on the experience of those who are using the Aliveguide. This is invaluable for users, author and publisher alike, the feedback becoming a key component in revising future editions of the Aliveguide.

The content a person enters via an Aliveguide as they work through it automatically populates a Change Project, which is a free format developed by Aliveworld to help people successfully integrate intentional changes into their daily lives. Change projects provide a single ongoing point of reference for change. They also do clever things like populating calendars and task managers with change project commitments, sending reminders through to mobile phone or PC's and helping people quickly find out what is and isn't working for others making similar changes in their lives.

Each Aliveguide is associated with an online community hosted by either the author of the guide, or their authorized representative. These communities enable people working with the same Aliveguide to benefit from ongoing collaboration with their peers, and oversight from the community host.

Who can publish Aliveguides?

Aliveguide publishing is open to anyone who owns or has copyright access to relevant "how to" material that can help people change some aspect of their daily lives. Authors and content developers can publish their own material. Others can become third party publishers and reach agreements with content owners to publish their materials for them.

If you are interested in becoming a publisher contact us at busdev@aliveworld.com.

What's involved in publishing Aliveguides?

Once you have signed up as an Aliveguide publisher, you will have access to a comprehensive set of instructional material online that will take you step-by-step through the processes of publishing a Guide. In this paper we provide a brief overview of the main steps involved:

1. **Decide what to publish:** what is the change-related content that you either own or have access to that you would like to make widely available through the Aliveworld platform? If it isn't your own material, do you have or can you secure the digital rights to publish it? If you are starting from an existing book of some kind, you will need to look into copyright issues for the text and any images you might wish to use.
2. **Decide on your target market:** be clear about for whom you are going to develop your Aliveguide. This will have an impact on the detail that goes into your Guide as well as the style and language of the content and the look and feel.
 - a. **Decide on your marketing strategy and plan:** having got clear about what you plan to publish to whom, you will need to develop a marketing strategy and plan that you can start to implement alongside the actual production of your Aliveguide.
3. **Determine the content to go in the Aliveguide:** it is quite common when writing a "how to" book to have to fill out the content to make it substantial enough for a book publisher. With an Aliveguide, the opposite is true. You will need to whittle down the content into the critical elements that can help the user grasp your meaning and implement the changes they wish to make without having to read the full content of a "normal" style of book.
 - a. **Decide whether this is a supplement or stand alone tool:** is the Aliveguide to supplement an existing book, workshop or seminar or is it to be designed so that anyone can use it even if they are new to your material? The former allows you to make a shorter publication, referring as necessary to the book or course. However, the latter route obviously allows you to open up whole new markets for your material.

4. **Re-purpose your content:** having decided on what should go in the Aliveguide, the next step is adjusting it (if necessary) to suit a practical step-by-step approach to leading someone through a change process. If you have experience designing and running effective workshops or seminars, this process should come easily to you. If not, the documentation we provide can help you through it and you can get help through the Publisher Community in Aliveworld.
 - a. **Multimedia content:** this step is also about planning how to add the effective use of sound recordings (audio), picture and diagrams (graphics), animations (in the form of Flash elements) and possibly even video. There will be places in your Aliveguide where the user's experience will be greatly enhanced by the judicious use of such multimedia content. Be careful though: overuse will have the opposite effect, as well as increasing your production costs.

5. **Laying out your content in Aliveguide format:** you have two choices for doing this - either use the Aliveworld Studio authoring software we provide free of charge, or, if you have the necessary skills, do it as a series of HTML pages in your favorite web page editor. The advantage of using our Studio software is that we provide a wide range of templates for look and feel and page layout that you can choose from without having to know anything about HTML design. Our standard layout for Aliveguides is multiple fixed size pages rather than a few continuous scrolling pages like many web sites. This makes it much easier for the user to navigate around the Aliveguide and find their way back to any particular place again during their change process.
 - a. **Commission graphics, audio and Flash elements:** if you do not have multimedia content already and wish to use it, this is the point at which you would commission someone to build it for you or create your own so that you can integrate it into the content as you layout your guide.
 - b. **Decide on price and hone up marketing plan:** by this stage you know precisely what is in your Aliveguide and will have sample pages and content descriptions that you can use to start your marketing.

6. **Integrate the Aliveworld functions into your Aliveguide:** these are the action pieces of your content, where the user gets to record ideas, set intentions, plan tasks and regular activities (practices), schedule

appointments, and set up reviews so they can see how they are doing with the changes they intend to make. Using Studio, you insert these elements using the Aliveworld menu. In HTML, you add these elements as simple Javascript commands provided in the Aliveguide build documentation.

- a. **Integrate online community actions:** in addition to the My Aliveworld action elements, you can integrate links in every appropriate page to discussion topics in your online community for the activities on those pages. This allows the user to explore how other people are using your guide as they work through it.
 - b. **Build in feedback:** you can also include feedback forms within your guide or at its end to have users record their experience and submit it direct to you.
7. **Post your Aliveguide to a staging site for testing:** once the first draft of your Aliveguide is complete, you will deliver it online to a staging site where you can test to make sure that it works properly with Aliveworld. You may invite associates to test it for you to make sure the sequence of steps is effective and give you feedback on the whole Aliveguide.
- a. It is at this point that you will be provided with an online Community for your Aliveguide if you do not already have one, with its discussions forums, blogs, event calendars and so on.
8. **Final polishing:** having tested and received feedback on your Aliveguide you will make any final changes to it before making it available for sale in Aliveworld.
9. **Submit your Aliveguide to Aliveworld:** the final step is to submit your Aliveguide into the e-commerce functionality of Aliveworld so that it is available for sale in your community and throughout Aliveworld. You have control over setting the price of your guide, and as publisher you retain 62% of the sales revenue after payment processing costs to distribute to content owners, any retailers etc., and keep for yourself.
- a. At this point, Aliveworld performs a quality control test on your Aliveguide to ensure that it is built correctly. This focuses on functionality not content. If your guide fails this test, we send it back to you for final fixing.

- b. This is also the point where you can start making links to your Aliveguide from any other websites you have, finalize arrangements with any affiliated sites you have who will link to your guide and so on.
10. **Run an email campaign to announce your new Aliveguide:** you are likely to have an existing mailing list of people interested in your content and your work. If you have not already done so, this is the point when you will do a mass mailing to your lists to advertise your new Aliveguide and its associated community.

Support from Aliveworld in this process

As already mentioned, we will make available a comprehensive set of documentation to guide you through all the above steps plus others you may need to take to establish your business as an Aliveguide publisher. These are available online within Aliveworld and as downloadable files. All the information you need to produce and market an Aliveguide will be available from us.

Publisher's community

Online support is available to all Aliveworld partners through the Publisher's Community and the Community Organizers Community. Here you will be able to find support from other Aliveworld partners as well as members of our Partner Services Team. Regular training and "question and answer" sessions will be listed in the community Events schedule. Through these forums it will also be possible to link up with professionals more experienced than yourself who are willing to coach you through your first project.

Partnering with Aliveworld

Subject to resource availability, Aliveworld can enter into a direct partnership with publishers helping them with some or all of the development stages of their first projects. This is a value-added service offered for negotiated fees dependent in part on the size of the opportunity the new partner is bringing into Aliveworld.

Conclusion

The Aliveguide format is a powerful new medium specially designed to support people with the changes they seek to make in their daily lives. It is focused on shifts in behavior coupled with changes in awareness and understanding, but not (like most e-learning) just on cognitive change. Aliveguides can supplement existing paper books or e-books, courses or workshops, providing the on-going

“shot in the arm” that is so valuable to help people stay motivated and on track with their changes. They can equally be designed as a cut down version of existing content that stands alone and offers all that someone needs to bring about the changes they seek. Whichever model you choose, making your online community as vibrant and useful as possible will enormously enhance the value your Aliveguides can deliver to your existing and new customers.

If you wish to find out more, get back to the person who introduced you to this exciting opportunity or contact our Publishing Services Team via email at publish@aliveworld.com.