

# Publishing 1: Introduction

*This document is the first in a multi-part series.*

## What is an Aliveguide?

An Aliveguide is an interactive, multimedia online publishing format that contains practical guidance to help people make intentional changes in their daily lives. It can be thought of as an online experiential workbook.

Aliveguides aim to support someone through a multi-step process of reaching an understanding about what they want to change and how to make those changes. In conjunction with all the facilities of Aliveworld, they are designed to make it easier to stay in touch with and on top of personal intentions and commitments to change.

Aliveguides can stand completely alone, or can supplement a user's experience of studying a book, attending a workshop or seminar, or even working in a one-to-one coaching relationship.

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 core practical steps from one or more such formats, combines them 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 the world's leading publishing format for material intended to support people in making the changes they want in their lives.

An Aliveguide will contain a limited amount of relevant background reading, instructional text and suggested activities that are linked into the Aliveworld system via code embedded into its interactive components. It can be illustrated with photographs and graphic images, and include short video clips and animated elements built in Flash that help tell the story or highlight subject matter for the reader. On any page you can include audio recordings that provide instructions, short illustrations or background music to a relaxation exercise and the like. Guides can also include links to other material on the web, included embedded video playing on other sites such as YouTube.

Each Aliveguide is associated with one or more online communities hosted by either the author of the Aliveguide content, 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 organizer.

## **Description of Aliveworld**

Aliveworld is the online software platform built by Aliveware Ltd to bring together digital resources to support people managing any aspect of change in their lives. It consists of three elements:

- Aliveguides – facilities to find, purchase and work with content
- Aliveworld communities – groupings of members, professionals and organizations all supporting each other through a wide range of change-related activities
- My Aliveworld – a set of tools making up an integral organizer system, free for every user.

Aliveguides have just been described. Communities and My Aliveworld are described below.

### **Aliveworld communities**

We recognize that interacting with others on the same journey and sharing commitments together provide valuable support for changes we want in our lives. Self help material without this support is inevitably weaker than with it. This is one of the main reasons for including online communities in the Aliveworld model.

A second reason is the growing interest in social networking. While many social networking sites add little practical value to those signing up for them, we believe that social networking focused around mutual support to achieve goals, make changes and improve the quality of life will be a significant draw for people signing up with Aliveworld.

Every Aliveguide built will have a community associated with it. It may be one created specifically for the guide or one that has several guides linked to it. There will also be topic-based communities that have no particular guides linked to them, but are still valuable places for members to meet together and learn from each other around broad topic headings.

Communities will provide discussion forums, a community blog that everyone can contribute to, and information about member-organized online and offline events. Communities are also repositories of resources from both inside and

outside Aliveworld that members have found valuable in helping them. Such resources will be constantly rated for effectiveness by members.

The Aliveworld platform allows for chats between community members and features an internal messaging system so people can contact each other online without having to divulge their personal details.

Participation in communities, while obviously encouraged, is not compulsory. Members can keep themselves and their personal details completely private if they wish, though by doing so they risk missing out on the benefits of mutual support.

Communities may be open to any Aliveworld member or may have some entry requirement, such as purchasing and studying an Aliveguide. It is also possible for there to be restricted communities such as for the participants of a particular offline workshop, or for members of a particular organization.

When you are ready to publish your own Aliveguide, you will either need to take on the role of Community Organizer for its associated community, or find someone else to take on this role.

## My Aliveworld

When someone signs up as a member of Aliveworld, they are provided with their own private and unique online organizer and change management tools. They will have their own online calendar for managing events and appointments, to-do lists, private journal and public blog. They will have a comprehensive reminder system that can send them emails when they are not online or text messages to their cell phones when away from their computer.

Linked in to these general organizer functions are a set of change management functions that are integrated with Aliveguide design to help the user work through a simple cyclic approach to change. This is described in the next section.

## Aliveworld change cycle

The Aliveworld Change Cycle is a simple four stage cycle: explore, plan, act, reflect.

While it is possible to start at any point, most people begin their change process at **Explore**. Aliveworld contains a flexible tool called Ideas to help a user explore their current situation, options for change and how they might do or be different. Ideas allows them to explore with words, perhaps including simple notes, questions, insights and thoughts about what they want for the future.

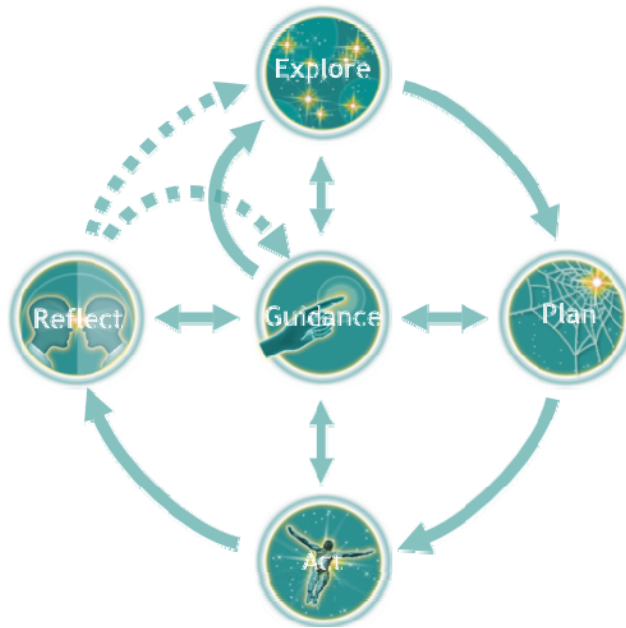


Fig. 1: The Aliveworld change cycle

**Plan** allows users to set out their steps for moving forward beginning with a positive intention of how they and/or their situation will be different after they have brought the change about. Noting date-specific review points for each intention can help them stay motivated and keep track of their change process.

In **Act**, users plan how to deliver on their intentions. Aliveworld provides a set of action tools to set up specific one-off Tasks, schedule Appointments (or

events) on a specific day and time (with Reminders), and set up one or more Practices – defined as regular actions designed to bring about change. These actions can then be monitored using the Calendar, Task List and our unique Practice Manager that allows users track their practice record.

Reviewing progress and making adjustments is critical to successful change. **Reflect** includes scheduled reviews, a Journal and the user’s personal Blog.

At the hub of the Aliveworld cycle sits **Guidance**. This is not a “stage” of the change cycle but has a fundamental role in making the whole process come together effectively. Here users find and keep track of the help and resources they have available: Aliveguides, communities, people and resources.

You can read about the change cycle in more depth in the fifth document in this series, *Publishing 5: Aliveworld change cycle and elements*

## Making money with an Aliveguide

### Aliveguide business model

All the tools and facilities within Aliveworld are free to members. A user does not have to pay to create a My Aliveworld account or join most communities. By contrast, users will purchase Aliveguides. They are the first offering in the commercial business model of the Aliveworld platform. Others will be added in time.

The publisher of a guide determines the price that the guide will sell for in Aliveworld. We expect the range of prices to be very wide, from a few to hundreds of dollars depending on size, content and author. Of the retail price, a small percentage (usually 2%-3%) will be taken in payment processing costs and local sales taxes where relevant. Of the remainder, Aliveware Ltd keeps a percentage to pay for the platform, between 28% and 38% depending on whether any affiliate fees are payable. The publisher keeps 62%. There are two kinds of affiliates who can each earn 5%:

1. B2B Affiliates: earn 5% on Aliveguide sales by publishers who they introduced to Aliveworld, as acknowledged by the publisher and/or Aliveworld
2. B2C Affiliates: earn 5% on all Aliveguide purchases made by members who they attracted to Aliveworld via one or more authorized links

The publisher may or may not have to pay a royalty to an author or content owner and a percentage to any retailer they involve in the sales of their guides.

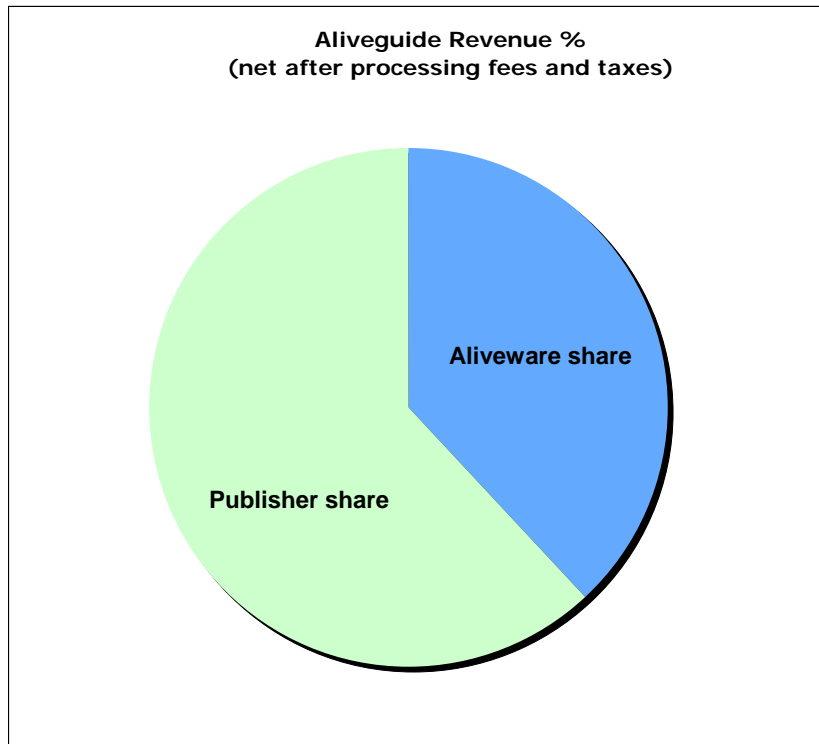


Fig. 2: Distribution of Aliveguide revenue

## Positioning your Aliveguide

An early factor you will need to determine is the market positioning of your Aliveguide. You might, for example, position your guide as a value-added product for people who have already read your book, or as a follow-up tool from a seminar or workshop you already offer. In this case, the money you can make from your guide will be largely determined by the numbers of avid readers of your books there are, or the number of participants in events you run.

You could also position your guide as an independent product that takes a version of your existing material (or a completely new offering) out to a new audience.

Of course you can combine both these options in at least two ways. You could write your guide so that it simultaneously stands alone as a product for people new to your work and adds value to those who are familiar with your current work. Or you could write a guide with new material that will also market your existing book or workshop for you.

How you position your Aliveguide is obviously going to be significantly determined by whether or not you have pre-published content and/or events that you already run.

### Pricing your Aliveguide

In terms of what it can offer an Aliveguide falls somewhere between a “how-to” book and a workshop or seminar. With this in mind, we recommend that you look at pricing your guide somewhere along this continuum. If you are an established author seeking to offer a value-added product to your readers and reach many times the people you could reach with a face-to-face workshop, you might price your guide towards the higher end of the range. If you are a new author setting out to use this publishing platform in lieu of securing a book publishing contract, you might price your guide towards the lower end of the range. A deciding factor will always be what you have determined your market will be willing to pay for your offering. It is also worth taking into account the level of commitment required to benefit from your guide: if you offer it too cheap, some people who buy it may not have the commitment to follow through on the activities you propose.

### Marketing your Aliveguide

Marketing Aliveguides is the responsibility of the publisher and author. It is important to begin to be aware of the marketing needs of your guide even as you plan its content and design. There is a range of options open to you in marketing your guide, including:

- **Your own existing lists.** If you already have a mailing or membership list of people interested in your work, you have an ideal method of promoting your guide. Such people are likely to be equally interested in a new offering designed to make it easier for them to integrate your methods for effecting change into their lives.
- **Other existing lists.** You may have access to other lists that will agree to distribute information about your new guide.
- **Existing Aliveworld members.** As the membership of Aliveworld grows, you can tap into the ever-expanding market of members looking for new, useful material to help them change.
- **Web affiliates.** You may have a range of contacts who already have websites attracting viewers who might be interested in your guide. Contact these and arrange for them to place a link to your guide community in Aliveworld. Such affiliates will earn 5% of the retail price of guides sold to members referred via their site, coming out of your share.
- **Web retailers.** One step beyond web affiliates are sites that specifically carry information about your Aliveguide with a direct purchasing link to the guide. These are effectively retail sites for you, and with them you will need to negotiate a retail percentage that might be as low as 5% or as high as 30%.
- **Retailing through Aliveworld communities.** If there are existing communities within Aliveworld whose focus is related to that of your guide, you might encourage them to adopt your guide for their members, providing a new, targeted market segment within Aliveworld itself. Again a retail percentage will be payable in this case.
- **Advertising.** If you believe that your guide has a sufficiently large potential market, either web advertising or conventional print advertising might be a viable marketing method for you.
- **Editorial copy.** Similarly, if you and your content have sufficient potential to attract attention, you can look for editorial coverage in both online and offline journals, magazines, and so on.

## Where to next?

The next document you should read in this series is *Publishing 2-overview of guide creation*.