

## Undertaking a project in Aliveworld

You are passionate about helping others to change their lives. Aliveworld's revolutionary e-change platform lets you publish interactive guides and engage your community in ways that make your practical wisdom more usable by more people. Aliveworld has been created to facilitate the dynamic exchange of learning and to help integrate this learning into people's daily lives. To learn more about e-change, see the white paper, *Aliveworld – emergence of an e-change platform*.

The Aliveworld platform is free, as is the tool to produce and publish an Aliveguide (Studio). These enable you to create a revenue stream by producing practical "habit shifting" guides and creating Aliveworld online communities to support those using the guides. The dynamic exchange of learning possible in this community structure enriches your understanding of what really works for your audience.

There is also the opportunity to earn revenue from Aliveworld by becoming a B2B (Business-to-Business) affiliate, and sharing this new publishing format with other change leaders who could use it. Another business opportunity exists if you wish to set up a business as a third-party publisher and publish the Aliveguides of others. We will briefly explore each of these and other options.

### Getting started

An important first step in deciding whether to undertake an Aliveworld project is to look at your current situation, and consider the added value of this undertaking in that light. For instance, you may already have a book, offer seminars, run a website and a well targeted email list. Consider how you could benefit from an interactive online community that could give you feedback on the success or failure of others putting your wisdom into practice, help you evolve your teaching and design future material, as well as create a new source of revenue.

It is also important to consider where your strengths and passions lie in choosing which publishing or community project to start out with. Some criteria to help you choose include assessing where you have the largest following, as well as where your material is already helping people.

Be clear about your personal skills regarding familiarity and confidence in working with the internet, and find someone technical to support you if you

don't feel that is one of your strengths. In the same way, you might analyze all of the skills mentioned in the next section below in order to put together a team to support you.

Finally, it is important to clearly identify your financial objectives, and a budget for your project. There are choices you can make in designing the look, complexity and functions in your guide which will determine the cost. To create a simple guide using Studio should be quite inexpensive. A professionally designed guide with custom templates that reflect the look and feel of your own brand will run more. When thinking about budget, don't forget to consider a marketing plan utilizing the web optimization tools included in Aliveworld, as well as affiliate relationships (see B2C affiliate below), so that you understand how to make sure that revenue will start flowing towards you.

## **Publish your own work as an Aliveguide**

If you choose to publish your own work, you will benefit from a powerful business model which puts at least 62% of the profit of each Aliveguide sold into your hands. In order to fulfill this role, you will need to gather certain skills and experience together on your team, if you do not already possess them yourself. These include:

- content analysis and writing
- experiential change design
- collaborative working
- software confidence and competency
- graphic design
- multimedia design and implementation
- communication and marketing skills
- administrative, planning and financial skills.

All of these are important skills which will contribute to a successful project. Detailed documents on producing a successful guide are available in our documentation and help files.

When your guide is published, Aliveworld automatically creates a discussion forum specifically for the users of your guide. As the publisher you will need to manage that forum or find someone else to manage it for you. Depending on the level of follow-on support you are willing to provide the users of your guide, this can be a relatively small or large commitment. The more you can offer users by

way of active participation in these forums the better for the effectiveness of your guide and so its likely sales.

Additionally, you can go one step beyond the standard discussion forum and offer a fully fledged community for your guide that adds blogging facilities, an events calendar, resource directories, even a shop for the additional things you can offer to help people working with the changes covered by your guide. For this to work well, you will need to either find someone to serve as the organizer of this community, or take the role yourself. The community organizer role is explored in depth in our documentation and help files.

As well as a community organizer, each community needs a “host”. This is a role best suited to the thought leader behind the material that the community is based upon. If this is not you, you will need to enlist the right person to take on this role in your community. One of the main roles of the community host is publishing a regular blog for the members’ benefit. This blog is interactive, and allows the thought leader to provide additional support to those putting into practice the advice in the guide, and get direct feedback from them. If the ideal host for your community does not have spare capacity to take an active role in the community, they can take this role in a titular manner, with the actual work done by the community organizer and/or their helpers.

## **Have a third party publish your work as an Aliveguide**

As an author, you may prefer to have someone else publish your work to Aliveworld. You may find a trusted member of your team who has the skills necessary to become an Aliveguide publisher, or you may seek out an existing publisher. Thought leaders who choose to team with Aliveguide publishers negotiate revenue-sharing or other financial arrangements with them (see *Guidelines for publisher/ author negotiation*).

## **Publish the work of others as Aliveguides**

Many thought leaders will want to take advantage of this new platform, but not all will wish to publish their own material, or manage their own Aliveworld online communities. In starting out to publish the work of others, it makes good sense to consider publishing the content of authors with whom you already have a trust relationship, and whose work you know and respect. Doing so will also make it easier for author and publisher to work together when re-purposing the author’s knowledge into the Aliveguide/Aliveworld format.

As a third-party publisher, your entrepreneurial skills will allow you to create a significant revenue stream, and facilitate the ability of leaders and their

communities to make real change possible. In this role, you will need, in addition to the skills mentioned in the section above, the ability to negotiate agreements with a thought leader, community organizer, and others who will constitute your successful team. Our guide to negotiations between the author and the publisher will help you to consider all the factors that each party contributes to the success of the project (see *Guidelines for publisher/ author negotiation*).

## **Organize and maintain an Aliveworld topic community**

Another entrepreneurial opportunity is to create an Aliveworld community around a topic about which you are knowledgeable and passionate. In this situation, you might invite a number of thought leaders to contribute their wisdom to the community, introduce them to Aliveguide publishing (see paragraph below), and host multiple guides and perspectives within the community you are organizing. By doing this, your business, negotiating, and communication skills put you in the center of multiple relationships with thought leaders, their material and the aggregated community that results. You would also have the option in this position to become the third-party publisher of the guides of authors whose work is relevant to the topic of your community who do not wish to self-publish their own Aliveguides.

## **B2B affiliate – referring potential Aliveworld publishers**

When you share your enthusiasm about the Aliveworld publishing opportunity with your network, a new revenue stream which comes directly from Aliveworld's profits becomes available to you. For every guide sold which was created by a publisher that you referred to Aliveworld, Aliveworld will pay you 5% of the net revenue of that guide (this percentage comes from Aliveworld's share of revenue, not the partner's).

## **B2C (Business to Consumer) affiliate – affiliating your website with an Aliveworld community**

There is a significant revenue opportunity when you affiliate your website with an Aliveworld community. You will receive 5% of the net revenue of *each Aliveguide ever purchased* in Aliveworld by a person who first became a member after entering Aliveworld from a link on your website.

This is an important marketing point for publishers to keep in mind as well. Growth of Aliveguide sales, and of your community beyond your immediate email list, can be enhanced by offering this passive revenue opportunity and inviting like-minded website owners to put a link on their website to your (or

your author's) Aliveworld online community. Anyone who then joins Aliveworld from an affiliate website becomes a revenue stream for that affiliate, based on the revenue from Aliveguides that they purchase.