

# THE BOOK REVOLUTION IS HAPPENING NOW..

Authors must **ACT NOW** to reach new markets



**THE REVOLUTION:** E-books are NOW POISED TO OUTSELL paperbacks, and the ENHANCED E-BOOK is the future here and now.

You're in the midst of a publishing and communications revolution that HAS LEVELED the playing field for authors who embrace this new medium now. Don't let your content get "shelved" for good.

Apple sold 14 million iPads in 2010 alone, and tablet sales are expected to reach 81 million in 2012. In January, Amazon sold MORE e-books than paperbacks, and Association of American Publishers show sales up 115.8%.

*The publishing world has changed "overnight" and this creates opportunity for authors. Enhanced e-books are the future of the book, reaching mass audiences who are hungry for more than just text on a page. This is your opportunity to partner with our creative team and actually re-imagine what a book is! Whatever impact you're looking for with your message, we can craft the best experience for your audience.*

Vaughn Street is the EXCLUSIVE representation for the leading publisher of enhanced e-books in the Christian market, and can offer select authors a publishing contract now.



## READ

An enhanced e-book can be read just like a book or an e-book, but has much more!



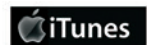
## WATCH

We bring your content to life with videos, graphics, and web links creating an immersive experience.



## CONNECT

Built-in social media tools allow readers to stay in the e-book, sharing content, growing your audience.



www.vaughnstreet.com  
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*"We wanted to work with Vaughn Street because of their success crafting messages for this audience"*

Vook Head of Acquisitions, Matthew Cavnar



Watch the "What is a vook?" video at <http://tinyurl.com/3s9yvwa>

## Why an enhanced e-book?

Along with this shift in reading and viewing comes the **enhanced e-book**, uniting the worlds of books and videos into one blended story. We now have exclusive access to this innovative platform where all forms of media (text, video, audio, social networking, web browsing, and more) come together to create a new experience for your audience.

App development can be difficult and expensive, but we eliminate all that. With our exclusive distribution partnership with the leader in enhanced e-book development, Vook, we can immediately:

- Get your titles developed on proven technology platform
- Bring them to market quickly
- At a fraction of the normal cost
- Handle all the approvals and distribution for you (Apple, Android, etc)
- Create another sales channel for people to find your work (and have it featured next to best selling authors like Seth Godin, Tom Peters, Stephen R. Covey, Deepak Chopra, and others.)



**Authors who act now  
will be a part of the  
publishing revolution!**

 **VAUGHN** | *street*

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Vaughn Street is Vook's exclusive creative development partner to Christian publishers and authors

## ENHANCED E-BOOK

# QUESTIONS & HOW TO GET STARTED

### What is an enhanced e-book?

- A BIG step up from “plain” e-books. An enhanced e-book brings text, videos, and web into one blended story where all forms of media (text, video, audio, social networking, web browsing, e-commerce and more) come together to create a new experience for your audience.
- This is your opportunity to partner with our creative team and actually re-imagine what a book is!

### What is a Vook?

- Because Vook pioneered this format, many people refer to enhanced e-books as “Vooks”. Because of our experience in this arena, Vaughn Street is Vook’s *exclusive* creative development partner to authors and publishers in the Christian market.

### Why would I want to develop an enhanced e-book?

Many reasons:

- You can take control of your own publishing. E-books are now poised to *outsell* printed books.
- Enhanced E-books create a fresh, immersive experience – helping people get more out of your works.
- Earn more income from your work.
- Get titles to market in weeks, not years.
- You’ll be featured on the many distribution channels where millions are looking, increasing the possibilities that your works will be “found”, and providing you the hottest new outlets for your books!
- Your work will be featured next to other cutting edge titles and well known authors.
- Built-in sharing tools help build your network.
- Tablet and smartphone sales are skyrocketing, and users are hungry for good content.
- Apple sold 14 million iPads in 2010, and tablet sales are expected to reach 81 million in 2012.
- Whatever impact you’re looking for with your message, you can craft the best experience for your audience.
- Breathe new life into your backlist.

### Where would this product be sold?

- Your titles will be in all the online stores where tens of millions of people are looking: Apple’s various outlets (including iTunes, iBooks, and the App Store), Amazon, Android (tablet and mobile), Barnes and Noble, and web-browser versions.
- \* some platforms coming Fall 2011

### What’s the recommended retail price for an enhanced e-book?

- There are no rules, but most sell for \$6.99 to \$12.99.
- Enhanced e-books have higher perceived value than plain e-books.

I’ve heard that getting App’s approved takes a long time and can be expensive.

### Will I have to do this?

- Because of our exclusive distribution arrangement, we handle all approvals, placement, reporting, and royalty payments at no additional cost!

For some titles I just need a traditional e-book, do you develop these as well?

- Yes!

**CREATE YOUR ENHANCED E-BOOK NOW**  
Email us at [Mike.Loomis@VaughnStreet.com](mailto:Mike.Loomis@VaughnStreet.com)



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## How much does this cost?

- If you have existing text, video, audio, and graphics, the costs are extremely low.
- We have various packages available, depending on your needs.
- The more titles you release, the lower development costs can be.
- If you need video production, editing, writing, or graphics, we can provide complete creative development. (Just as we've done for our best selling clients)
- "We wanted to work with Vaughn Street because of their success crafting messages for this audience, and for their excellent video production experience" –Matthew Cavnar, Head of Acquisitions for Vook

## How much income will I see from sales?

- Audiences are eating up e-books, and as with traditional publishing, sales and income depend on many factors.
- What is your network like? How many people in your database? How vibrant is your social media?
- Vaughn Street has been helping first-time and best selling authors create and carry out successful marketing plans for two decades.
- Because of the LOW development costs we offer, (a fraction of traditional App development) your return on investment can pay off MUCH more quickly.
- Because YOU own the content, your royalties are much higher than traditional publishing, and distribution is instantly in place at the hottest e-stores.

## What is required of me to have an enhanced e-book produced?

- We will help you every step of the way...
- You can supply existing materials per our simple checklist.
- You can send us raw text, video, graphics, files and we can edit and create appropriate media files.
- We can conceptualize the whole experience and handle writing/editing, video, graphics, etc. just as we've done for best selling authors.
- Marketing to your network is crucial, and we'll help you maximize your resources.

## How long to get to market?

- If all files are ready, your enhanced e-books can be published in as little as 3-4 weeks via our exclusive process.
- We can create a roll-out plan that builds your brand, and helps sales of your other products too.

## Why should I have Vaughn Street produce my enhanced e-books?

- Vaughn Street has created products that have inspired millions and sold millions globally. We've been a leader in interactive multimedia development for two decades. We understand how to convey your message and create an engaging experience.
- We'll help you promote/market your titles. With over a decade of experience and numerous NY Times, USA Today, and Amazon Bestseller campaigns to their credit, our resident PR experts will guide you through the steps to successfully promote your titles in today's crowded landscape. Our approach to promoting eBooks includes social media, blogging, and real-time media placements with the largest outlets available. We've recently booked clients on The Today Show, Fox Business, Woman's Day, CNN Radio, etc.
- Our partnership with Vook gives you exclusive access to the best and most comprehensive platform, on a full array of devices.
- Because of this exclusive partnership, your initial investment is a small fraction of normal App development.

## What's my first step?

- Let's discuss all your current writings, videos, and ideas to find the best ways to speak to your audience.
- Call Mike Loomis at 719-200-2580, or email Mike.Loomis@VaughnStreet.com

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## **New York, California powerhouses take lead in publishing revolution: Vaughn Street & Vook Announce Exclusive Partnership**

**Orchard Park, NY, March 25, 2011.** Vaughn Street, a leader in communications and development of Christian media, and Vook the leader in enhanced e-books, have joined forces in an exclusive agreement. Because of their success working with faith-based authors and publishers, Vaughn Street announced this week that it has been named Vook's exclusive creative development partner to publishers and authors in the Christian genre.

"The world of publishing changes almost daily, and this partnership gives our clients the opportunity to spread their message like never before," says Vaughn Street's Mike Loomis. "The ability to quickly reach all leading tablets and mobile devices, along with our expertise in interactive media and curriculum development opens up a whole new world. We handle everything for our clients, who want to be in the communication business, not the software business. And we won't solely be working in the Christian market. Our sister companies at TheEastcoGroup.com will be offering Vooks to the mainstream as well. It's all very exciting for us and our clients."

"We wanted to work with Vaughn Street because of their success crafting messages for this audience, and for their excellent video production experience" Says Vook's Head of Acquisitions, Matthew Cavnar.

- In January, Amazon announced that it sold more e-books for its Kindle device than it sold paperback books in the last three months of 2010, and the American Association of Publishers show e-book sales jumped 115.8%.
- Magazine content on tablets is expected to exceed \$12 billion by 2010, according to MediaDEAS, with users hungry for engaging content.
- Apple sold 14 million iPads in 2010, and tablet sales are expected to reach 81 million in 2012.
- By 2014, mobile/tablet devices will represent 64% of all computers, says RBC Capital Markets.

Now the leading enhanced digital book publisher, Vook was founded in 2008 with the vision of uniting the worlds of books and videos into one blended story. Vook has created an innovative platform where all forms of media (text, video, audio, social networking, web browsing, and more) come together to create a new experience. Vook titles include those from best-selling authors Seth Godin, Tom Peters, Stephen R. Covey, Deepak Chopra, and others.

The available formats are:

- A Universal app for the iPad/iPhone and iPod Touch
- Apple iBookstore for the iPad/iPhone/iPod Touch
- Amazon Kindle App Store for iPad/iPhone/iPod Touch
- B&N Nook App
- Android/Google marketplace
- An online HTML version

"Vaughn Street has created many leading book and video products, consistently winning awards, inspiring audiences and selling in the millions of dollars. Our years of creating interactive multimedia experiences, and our understanding of the unique communication needs of this market, made for a perfect fit with Vook technology and distribution" said CEO, Holt Vaughn. "Not only can we create and edit the perfect media for this format, our PR team can also market them."

**About Vaughn Street:**

Vaughn Street's team of veterans from the branding, video, writing, book marketing, PR, and interactive development fields helps both aspiring and bestselling authors get to the next level. With multiple NYTimes, USA Today and Amazon bestsellers to their credit, they have been helping leading Christian authors and publishers with award-winning multimedia product development for two decades. [www.Vaughnstreet.com](http://www.Vaughnstreet.com)

**Contact: Publishers, authors and the press may contact [mike.loomis@vaughnstreet.com](mailto:mike.loomis@vaughnstreet.com)**

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**Tags:**

Vook  
Vooks  
Enhanced e-book  
Enhanced ebook  
Tablet  
e-book  
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Holt Vaughn  
Mike Loomis  
TheEastcoGroup.com  
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Android