



Don't Be Content With Your Content

INNOVATIVE WAYS OF SELLING DIGITAL CONTENT



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How To Take Content Collaboration Decisions

Now that I am moving ahead with my Project, I also slept with [Rashmi Verma](#) a new twist in the tale has started. I have Deepak Gattani and his Rapport Group who are producing the project and in have jumped Rashmi Sharma productions who I was talking to about making a web series from the said book almost a year back. With the recent PR effort jointly done by my friend and me Ashish Parashar. The PR releases where spotted by my old friend Anuj who had invited me to pitch my story to Rashmi Sharma productions as he worked with them.



They now want to buy the rights of the book, as they see the market hooting up. So now, I have a few decisions to make who to sell the rights of the book, for how much or look at some other option. One I can sell the rights of the book to the highest bidder simple that is a pure price game pay me more and take the right of the book.

Or ask them to join hands with Rapport Group and it's team come together and collaborate , put in half the money of the total 1 cr. Project , let a member for your project team be a part of the Rashmi Verma Project . That way we pool in manpower money and resources and enhance the project.

After all, Deepak Gattani suggested the Uninterrupted Digital Web Movie Format in the first place. Rashmi Verma productions just want to make a web-series episodic wise, so the uninterrupted movie format has a larger scale and a larger vision along with that it will have a lasting value, pay royalty, and have a greater repeat value. So it will pay over a long period of time.

The decision then is. Clearly whether to go for price or for creative value, scale and long-term revenue viability.

I would go for collaboration and larger scale.

How Should an Actor Choose a Part in a Digital Movie?

With the explosion in the [digital movie](#), space actors are spoiled for choose and may have many makers approach them with scripts and parts. So how does one choose the role and decide on what parts to play and what to reject. We will one is the feel of the role does the character and his nuances excite the actor. The money and the director are important things to look for.



Above all the actor must take a dipstick and ask his/her fans if they should do a particular role or take up an offer. With social media a live video chat with their fans can give them, a clue as to a particular part fits the bill. Do a live chat with the fans and ask them if they would like to see their star in and as a particular character. Fans are your best critic and your only big support system in this wild and bad world of Bollywood, if one needs to survive and move ahead make sure you keep growing that fan base and listen to their opinions the most regarding doing a particular film or not.

The Star Secretary and the Insider Nexus in Bollywood

Recently I have been busy working on the casting of my uninterrupted Digital web movie. The one thing that annoys me is that to get actors like Nimhashi Chakorborty and Anupriya I have to go through a nexus of intermediaries and secretaries. These people are insiders in the actors circle, or help get more work for the actor. Now I have to pay these people as they act as a needless front if I have to get direct access to a recognized actor. I have to pay them a little commission so that the actor I pitch to get my book and screenplay, they also arrange meetings and maybe at times with their relationships manage to be a deal done.

For me they add no value to the content development chain, to my knowledge they are just glorified pimps and are a needless layer to get access. They are added cost in the content revenue structure.

The e-mail first goes through them and then the actor reads it. I find it a pain to pander to them and humor them at times, but I guess they are part of the system and in the system everyone wants to make a buck even if it is through brokerage. In my opinion, most actors should have their own professional page and should be approachable directly through mail or otherwise.

This needless layer adds no value, if they assist the actor in his preparation or diction then it is ok but paying someone to just get meetings arranged is a waste of time in my opinion.

Selling Music & Doing Media Deals at the Juhu Marriott

Now that the pace of my web movie project has picked up, I have started negotiating deals with the hospitality partner and an old alley Radio Big FM where I had worked for six months during 2007 with the legendary Tarun Katyal. They refused to do a barter deal so I decided to buy spots from them to play two of my songs [Mama Ka Drama](#) and [Mein Hun Rashmi Verma](#) for a period of three days during the morning, afternoon and evening drive with producer and director interviews this is also where we can promote the two leads of the web series the characters of Rashmi Verma and Anuj. Seems good, I have instructed my PR head Richa to chase **Zoom** Channel for our promotion video release and any ancillary content.



The Marriott room 568 itself becomes the location where I can shoot the entire fourth episode and get content worth ayes of 20 min at least. This will be five days of shoot with four actors and one camera operator; we can have photoshoot while the actors enjoy tea and coffee. The dream sequence of Mama Molester and Rashmi both playing a 16-year-old teenager and a 25-year-old girl. I Anuj Tikku plays the role of Mama Molester who molests Rashmi Verma as a teenager in a dream sequence and then older Rashmi Verma wakes up in fear as Anuj tips to hug her give her water and calm her emotions down. There is an entry of **Ani Bahal** also as Anuj trees to tell him to leave them both alone.

I have initiated the request for shoot perm missions and assured the hotel that we are having some classy brand ties ups, so they should play our songs and videos on their room streams and in their coffee shops, lobbies, and restaurants.

Great we have a radio partner, we have a TV partner and we have a hospitality partner, most of all I have my own amazon prime direct channel to sell and package my content. I am scared as I am doing the spending with no eyes on return but nonetheless I will not this just be a vanity project and make it profitable in some way.

A Web Movie For Ten Cents

Now that I have officially made a P.R announcement for my web movie, which will release on amazon prime video direct. I want to acquaint my readers about how does this most advanced video viewing and selling platform works. Like KDP or **audible.com** that are the self-publishing arms for selling Books and EBooks and audiobooks distributed worldwide by a giant like Amazon. Amazon video direct is a platform where independent filmmakers can pool resources in terms of money, barter, and skill to generate content that they write, act, direct, and produce.



This content in the form of a movie. Documentary or web-series can be packaged edited and then uploaded on the platform. They pay a minimum of 0.10 cents to 0.70 cents for an hour of viewership and amazon pays after the first hour of watching the video. They have an exclusive and nonexclusive contract one has to sign where they give the creators a percentage of the royalty. Since I am already on KDP and [audible.com](https://www.audible.com) and have exclusive deals with them they also support in marketing the content and promoting it. Their payment mechanism is through EFT and the money comes in every month. Once you have the content, my blogging team uploads it in their given format. They support HD format and a 5D camera with lenses is perfect to make high-quality videos and web movies.

Having an existing relationship with amazon and a streamlined payment and content uploading mechanism in place I can produce, collaborate, and launch my own interrupted movie on. Amazon's direct prime and that uninterrupted movie is I also slept with Rashmi Verma.

The Pitching Rights Agreement

While forming a studio with Rapport Group and Ashish Parashar, we came across the pitching rights agreement this is signed by the author when he gives the producer the right to pitch his work to the platforms to be made into [digital content](#). In this case, in a studio kind of format, you can look at bundles where you can sell two or three books as bundles to be made into a digital film. Again, there are a few things to note the time of the agreement, the books you are selling to them.



Again, an exclusive and nonexclusive deal can be done, or if you have a membership account on Amazon Prime Video Direct you can ask the studio to give you the [HD footage](#) to monetize when the project is over and launched. Here you can reduce the price per book but get free footage to sell on your private channel.

Otherwise, do an exclusive deal and give them the bundle at an incremental price as it increases. The pitching right states the price per book and the ownership of the digital files that are made from the authored book.

Authors need to understand this and study each clause carefully, deliberate with a lawyer, and then make a decision; they can change or add clauses as they choose, amicably of course.

The Warren Buffet of Bollywood

The Cigar Butt Strategy

Ashish no doubts the Warren Buffet of [Bollywood](#) for me.” I have a unique strategy to make web and film content. I will target yesteryears star kids to act in my web series. Actors who have been forgotten for some time. Like Ranjeet, Jeevan and Kiran Kumar, and [Chunky Pandey](#). The kids of these actors who are still remembered fondly but maybe do not command that much of a market price.” I was all ears as Ashish narrated his strategy to make value-based content, which gives more bang for the buck.” It is simply the top stars, actors are very expensive, and there is no money to be made for the producer as the money goes in paying the actors, the production value is reduced due to the budget of the expensive actors and stars. The rest of the actors are at the bottom rung and will give you little eyeballs. Since we are targeting web content, which itself is a game-changer as now live content can be streamed directly on your mobile. This is a new way of watching content and thus deserves a new strategy. This is the Cigar Butt approach that Warren Buffet used when he made his first million.” Ashish Parashar went on to explain.”

You see [Warren Buffet](#) identified sick and loss-making mills that we are close to being shut down or had some labor or cash flow issues. He then tracked their market value on the stock market and realized that with minimum cash infusion he could revive them and then sell them at a minuscule profit as they still had some value as companies. A strategy he narrated as the cigar butt approach was when you pick up old cigar butts from ashtrays that still have two or three puffs in them. These sick and loss-making mills he identified had some puffs or hidden value in them still and he started buying them to be sold later at marginal profits.” I took a deep breath and agreed with Ashish that this could work as a unique value proposition and money could be made through this strategy. “Who knows the parents of these stars and old actors would even pay to launch their kids in a new web-series. That way they would come free if the story idea was sold to them. “I gave my insignificant to Ashish.

Bundle Deals

Now a new and innovative way of [selling your books as an author](#) is through bundled deals. Here you can make bundles of your books and sell them as packages. As a pack of three or four books of different genres. These are bundles that can have a higher price but since they are sold in bundles, they will have greater appeal to the reader and may add better value as he is getting books of different tastes and styles.



These much-bundled deals are a great way to push your books off the [KDP shelf](#). Try Bundled deals as a way of promotion to push further and get more customers. That way you can charge a premium for the bundle. You can also sell them as Anniversary or Celebration Packages. Therefore, with my books, you can make a few bundles.

OTT Bundle: Rs 500

Yes, sir, I killed my Dad, I also slept with Rashmi Verma, Party Girl

Self Help Bundle: Rs 500

Survival, Blogging for Gold, NAD, Blogging from Diamond

Travel Junkie: 500

Travelthon Tales, Out of Africa, Antarctica Diaries, Yeh! Hie India, Russia with Love

The Release Agreement With Platforms

So now, what is a release agreement you ask? Well, every platform gives its consent that they do wish to release a certain piece of content or [digital movie](#). It is an in-principle agreement that one needs to be signed from a platform or the film distribution company these could be like Eros or Fox Star. The release agreement states that the production house and the distribution company both agree in principle that they will release the project or the Title and that the production house can in Principle begin work or could have already begun work on the said uninterrupted movie project. It is an assurance that they back the project, but this is not the stage when the. Money is released.



The release agreement has a project's confidentiality clauses and other such jargon that indemnify itself from any damages due to the nonelection of the project.

The format contains a place where you can place the [Bible](#), in this case, the book along with the concept note, and the screenplay of the project. It also has clauses that make sure that the production house or the Studio has not done any other deal for the said IPR with any other third party.

As per the release agreement, it is an in-principle agreement that the production house can begin work on the project.

Cracking The Content Code

Now that I have written many books, the most fun thing about being an author is trying to sell the books so that the stories can be adapted into a digital format. I have for the past three months understood and learned a lot about the sales process and people involved in selling the content, something I hardly paid attention to during my first stint in the city as an actor. I learned about IPR rights contracts and deal structure after selling the rights of my first book 'Yes sir I killed my Dad.'" Ashish and I spend endless hours trying to derive a process and methodology of putting an uninterrupted movie project together, how to structure and finance the creative team, and the movie-making project.

One interesting processor contract that Ashish has been able to build is the **Right to sell contract**. Here the author gives his consent to a prospective rights buyer to sell the adaptation rights of the book in the market to a digital platform exclusively. This way the production house which is generally the buyer agrees to sell a tiger book in the market for a stipulated period of time if till then they are not able to sell the story the author gets his rights back and can look for someone else. This contact also has a payment plan with the amount and stipulated period when the payment will be released.



The advantage of this for the author is that the market knows the single window they need to approach to buy the rights of the book. With a PR announcement that can be made clear to the public and the digital platform community at large.

The author does not have to run around every production house in Mumbai with his book, he can relax and concentrate on what he knows best and that is to write new books and search for new stories.

The Production house that signs the right to sell agreement knows that Tehri is no multiple entities running around the market selling the rights of the same book. They have in a way locked up the author's content for a stipulated period until the production and the movie go on the floor.

The lock-in period can vary from one year to 3 years depending on the scale and production value of the content that is being made on a tiger adapted book. The right **to sell** is a great way to professionalize and solemnize a partnership between the author and the rights buyer. Here you can look at bulk deals also where you pitch the buyers a package of two or three books bundled together and a fair price or at a discounted price. That way the books will move faster off the KDP select list.

Right To Sell Book Contract: The Lock and The Key

It is a great development with the innovation of the Right to Sell Contract by Ashish, which I had hailed as an innovation in my previous post. Now the main thrust of this contract is that it binds the [seller of the book](#) into a long-term relationship and if you bundle it into a two or three-book deal it further solidifies the relationship with the author who holds the IPR. Now let us look at this contract from the perspective of both sides.

The Buyer: The buyer gets the right to sell the content over an extended period; the contract is an announcement to everyone in the industry that the user is the single window source from the rights of the content, so now no one else in the market can peddle the rights of the book. That is a definite advantage if the contract is for a longer period the buyer feels assured that he has enough time to profit from the IPR property. The IPR can then be sold further like a mutual fund or a bond that sells in the [stock market](#). It is not necessary for the buyer to make a film. Alternatively, any content out of the IPR or the Book, he can just sell it to the next production house or studio at a premium make his cut and not produce the project. In that way, IPR's can be traded in the market like Bitcoins and it may never make it to the halls, but the buyer is profiting from it nonetheless by selling it forward. Therefore, it is like a three-year mutual fund all linked in and the buyer might not see it through as creative product.

The Sellers: The seller, in this case, the author of the book would want a contract that is of shorter duration and a money schedule that gives him his money as fast as possible. The longer it takes for the money to come to him the less liquidity he has and the more time the buyer has to sell. For adherence to a payment schedule, the seller can add a penalty clause if the payment is not made in time. That way he can safeguard his liquidity if he enters a long-term deal with the buyer. Bundling two or three books is also a way to take advantage of the buyer's grace that way you have two or three books that might move faster off the shelf as it is being sold through a single window.

The Lock and The Key: As of every contract in a relationship in life there is a lock and key system there are clauses that bind you into a long-term contract but at the same time there are ways of getting out of the contract. You can give notice to the buyer and return any amount with interest accrued. This situation will arise if the buyer has taken a long time to sell the IPR or someone else approaches you with a better

deal. In that case, you can ask the new buyer with a better deal amount to loan you some money which you can pay to your first buyer with interest and free yourself from these obligations.

Therefore, you see at the end of the day in true reality contacts are nothing but toilet paper they just give the buyer and seller physiological peace that they have an obligation to each other. However, at the sometimes both parties know that they can at will at any time exit this obligation. More than contracts meeting of minds and hearts is important once that happens the IPR can further develop into a digital movie or piece of content that further enhances its value. If the buyer and seller share a common vision and have the required momentum and passion to see things through then the project will make it to the cinema halls, otherwise it.

Murder, Drugs, Sex and Decapitation: The Current OTT Space

I came to Mumbai four months back armed with a bag full of 23 books packed with good stories from all around the world. I had six books on travel 1 in poetry 5 self-help books 1 book on food and travel three fiction stories on spirituality, home dispute, and Aghodi cult. Out of all the books in my KDP select repertoire the books that buyers and prospective buyers have shown most interest on is [Yes sir I killed my dad](#), this has already sold to Day-tee Productions. The other two in line to be sold are **Party Girls** and **I Also slept with Rashmi Verma**.

Needless to say that the primary content themes that are most desired by the youth and the platforms fall under murder, drugs, sex, and decapitation. This seems to be the primary content theme that people want to watch today and the people get what they want. The market in this space is driven by this predominant theme. Which is a reflection on what the audience in India and to some extent the globe binge on?

Our minds are driven by dark themes we want to fantasize about things that have been forbidden to us by society. Serial killers, hacking, and murders ignite our visual appetites, all of us have a dark side, and these themes in a way help us to connect with our dark side in a harmless way through the OTT visual medium.

We as people fantasize about sex all the time and that is a major theme of content that sells along with violence and gore most web movies or specials carry these predominant themes and these are the easiest to sell for new authors like me who have just jumped into the market. Therefore, if you want to sell your books and stories make sure you have a huge dose of content that revolves around these themes.

These are exciting themes that add some rape, transgender angle, child molestation, and Psychotherapy with twisted shrinks and burnt of coke whores , you guessed it you have a perfect cocktail of an uninterrupted web movie. The more bizarre the better it will sell and the more it will stick in the mind of the viewer who has your undivided attention.

So young authors make sure you keep your content around these themes they will sell well and sell fast in these times.

Selling Books, Making Digital Content and Feasting at The Marriott

My current phase in life is giving me immense joy and satisfaction my first book has been sold and is being made into digital content, I have started writing in a more focused manner. My next book Nineteen will be out soon and is set in the backdrop of the [COVID-19 epidemic](#) I have been experimenting with. Food is the other luxury I have during these times kabab's salmon, chocolate truffles, and strawberry yogurt my time is spent in idle banter with my friend Ashish as we discuss most things under the sun. Apart from fantasizing about who will play what role we have also decided who will direct what project, look at our audacity without inking a deal we have started fantasizing about how the movie will look like and would fell. However, I guess that is what you call effort and in the movie and digital content space, that is the most important thing.



Every book is a piece of content and a project can be built around it if people of the right frame of mind and creative bend can collaborate. Then through some PR, the project can be launched creating interest in the market, which may lead to inquiries and people wanting to put money into the project.

I spend the afternoon taking pictures of exotic bread and chicken pies the coffee shop is full of goodies, candies, chips and assorted cakes on the side is a bookstore, which is now closed for the time being.

My revenue from royalty is nothing to write home about but the passion for writing just keeps me going, plus I have the entire day to myself and I can choose how to structure it. The five-star luxury space and the soft lighting in my room enhance my

imagination and thought process. The TV also keeps playing videos and ambient music that adds to the cool and tranquil feel of the room, which helps me assimilate all my energies.

Long walks on the beach keep my blood circulation going as I meander around the sea coast staring at the horizon, early breakfast is usually at the coffee shop, toasts, jams, eggs, and sausages.

The shower room has dented soap and creams of all sorts, my hair has become more bouncy and curly the white mane makes me look more mature and maybe more of a thinker. My skin has started to glow with the breathing exercises and the meditation the body has back its sheen. I have put on weight but that is due to reduced inactivity and the food I am having. Soon my string of [party girls](#) will start coming to see me and I will have a much-improved sex life.

I wish to stay longer in this city much longer to sell a lot more books to develop even more content and let my creative imaginations take on the planet.

Using Google Translate For Your E-Books

I have been contemplating about getting my books translated, I had asked around and people said that it is better to get a professional [translator to translate](#) my work as they will have the perfect grammar rather than just doing a literal or plain translation that google translate will do. I tried doing one for a short story I have been doing and fell in love if ease with which I could do the translations. You just click on the translate icon and upload your document in word, pdf, excel, ppt format set the language you want to translate into, and just click translate. In less than two seconds, the entire file is translated in one go rather than piece-by-piece. It can translate up to 109 languages and as of 2016 had 500 million users. In 2020, it has become very efficient and advanced in its translations.



Google neural machine translation was launched in 2016 and it can translate entire sentences with more accuracy plus translating languages in the past it has built expertise in using the right word and vocabulary.

I can safely say rather than paying a translator 50 paisa per word to translate your books, you should do it on your own with the service of the translator that way you can sell your books in all the foreign languages that KDP and amazon.com support.

KDP allows you to upload eBooks in 43 translated languages and 5 regional Indian languages. Use the translator here effectively and sell in all the supported languages. That way your work will be internationally sold in all the languages and that will further extend your reach. It will save huge costs of translations and be done effectively with speed. Just make sure you have the covers in English and the

translated regional language the same as the title on the cover. Even if people read a few pages, you would have made money.

What Is A Prologue & An Epilogue

A prologue is on the first page or before the story starts. It is where you can establish something that happens before the current and real story starts. Authors to give the reader a little glimpse of what to expect once the real story starts also use it. It is like a build-up of events before the story starts. It is included always in the front matter and gives the reader some extra information about the opening of the story.



It originates from the Greek word [Prologs](#), which means before the start it tells another story that leads up to the main story. It can have dialogues and characters or could be told with another voice than the one telling the story. Ideally, one should keep them short and crisp.

An epilogue is at the end of the story and tells the journey or story of the characters after the real story ends. It serves more like a conclusion and always comes at the end of the book. It is used to reveal the fate of the characters and can be used to hint at the next sequel of the book. They are used in both books and films.

Living By The Tablet

The current pandemic has completely changed the way we interact with each other and the world as a whole. This lockdown and social distancing cultures have pushed us all inside our homes. We have started living more and more through and by our tablet's, laptop's phones, the same TV, and other such interconnected internet devices.



Just look at an average day for a blogger like me. I wake up by a call from my grandmother at 8:30 in the morning after chatting with her I switch my laptop on and play my latest mediation music to which I meditate. Then I order breakfast from MacDonald's through my phone on the delivery app and pay online through the Paytm app. I check my email and Facebook messages and respond. I organize a meeting with my blog team on FaceTime and do a video conference with the prospective buyer of my book. I use an app to sign the contract and wire the money through internet banking. I write my blog posts with the help of Srinu who answers all my questions through a quick search. At the same time, I give directions to the delivery boy through my live location. This is just the morning. Session. As can be seen apart from the time I spend in the toilet brushing and washing up, I am constantly wired into my gadgets and devices sending or receiving information through the wifi. Making payments, receiving orders, doing business, or just getting entertained there is no running away from the Tablet life an existence that has become more apparent now than ever before.

I spend my afternoon listening to audiobooks and motivational videos, engaging with friends as far off in the US and UK on live video chats, sharing my holiday pictures and cousins' wedding videos. The evenings are to close loop tasks and sign

out for the day, but as I get rid of my laptop, bang I am on the seat phone making videos on Tik Tok or sending links and pictures to my friends.

The nights are the busiest as I spend money on OTT platforms binge watching my web-series and best of the world documentaries on my smart TV. Before I go to bed, I watch the camera feed from my house in Delhi on my mobile to check everything is secure as I pay my electricity, phone, and utility bills online through my internet banking. I have access to Data and information from anywhere in the world at my fingertips and I can buy sell and transact online with anyone building business and gaining customers. The Pandemic has pushed tech giants further to take advantage of the new paradigm companies like [amazon.com](https://www.amazon.com) [hulu.com](https://www.hulu.com), [netflix.com](https://www.netflix.com), and [zoom.com](https://www.zoom.com) have ramped up the workforce and have promised more efficiency and data privacy to capture the new users who have been now forced to work from home and adapt to this new lifestyle. Collaborative apps that facilitate workflow and connectivity from home have seen a surge in downloads, apps like zoom, WhatsApp, Skype have seen a huge upsurge in downloads post-COVID- 19, and binge-watching has increased subscription of OTT platforms as people are viewing content from multiple devices, we are spoiled for choice.

Slowly we have gotten used to living by the tablet, even ordering groceries and food online, this virtual world that we inherit where all we do is travel from out the bedroom to our fridge then to our study table is a new reality as humanity remains locked indoors, and people stay a safe distance for each other. The only way to interact is through our good old Tablets. Digital India did not do what the Pandemic has done for us in India it has really pushed us to look at innovative ways to interact and continue business as usual in this new paradigm, which looks to stay for some time now.

It is the kids and the menials who are hooked to technology and gadgets more than anything else is and their world is defined by it, the tablet is here to stay.

Google Doc's and Drive Excellent Collaborative Tool

Now that I have started editing work on my Pandemic Saga the only way to do, it effectively is through collaborative tools. I can work with my editor who is at a remote location through [Google Docs](#). It is a simple and free app and has been given away free by Google so that business can work from home in a more productive manner. It's simple you can upload words documents, spreadsheets, presentation slides, and forms and work together on the same file, making changes on a single file. You can re-list and edit if a new idea has come up that way it facilitates teamwork. The files are stores in google drive, you can buy more storage space on the drive as you go along as it can be used to store photos an images and video's as well.



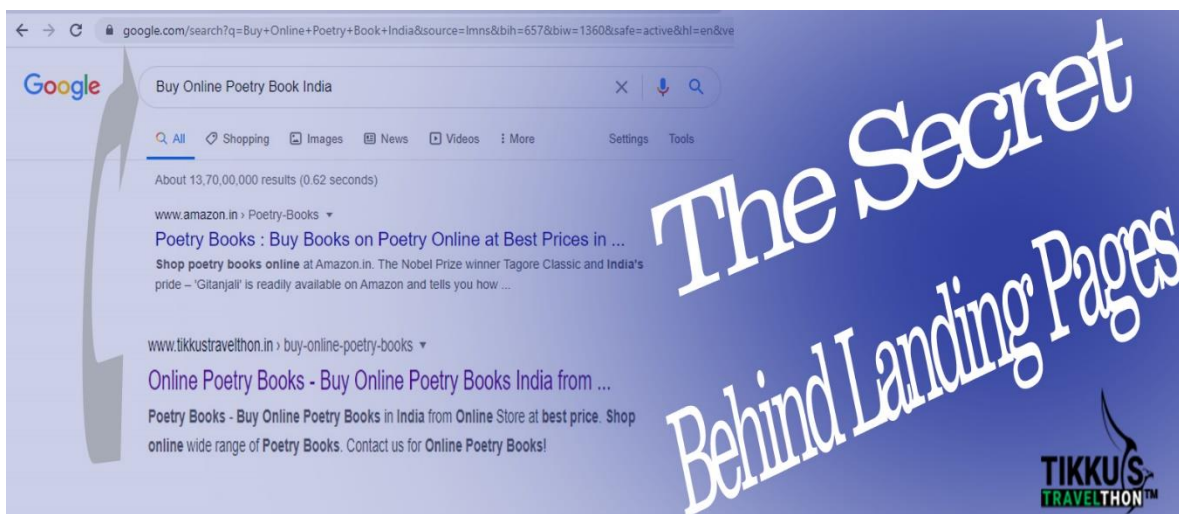
The process is simple to upload a file and make corrections as you go along. It keeps saving as you work on the documents and provides editing cue's, spell, and grammar correction options. All the formatting and insertions can be made here. It also has things like highlights and footnotes that one can use to highlight or suggest changes to certain lines. I would especially recommend this to authors and book editors as a productivity tool.

You can simply plug in the email of the person that you are collaborating with and they will get the document link, which can be opened, and work can be done on the same file in tandem.

Share It; It is another file-sharing app that is used to share files and photo's along with an app called We Share that is used to share heavy files like audio and visual files

The Secret Behind Landing Pages

Landing pages have been around for some time in the blogging and B2B digital marketing space. Therefore, what are landing pages and how can they benefit an e-marketer or an entrepreneur trying to run a business or make money online. Consider my case I started with a travel blog and covered my travel writings into books, I further went on to write fiction and nonfiction books on many topics and genres. I began selling online and my blog became a bookselling store, I also sold my books from other online stores and e-commerce sites online, like amazon.com, eBay, Flipkart, etc.



Like every blog or website, you have a home page that is much cluttered with lots of entry points and at times, it can be much unfocused for the online visitor, there are too many tabs and the attention of the visitor is scattered. Here landing pages come to the rescue; these are more focused pages with the singular proposition and higher call for action. They focus on one product or a special feature of the product the business is selling. Once on the landing page, the customer can buy with one or two clicks. In that way, they act as lead funnels and can be used to capture information of the visitor including email id and contact names also.

Better still is to link the [landing pages](#) with keywords that are embedded as quick links on your blog. Anyone who searches the keywords on google clicks on one is then lead to a landing page which gives them a singular proposition to buy the product or service. This a page where the visitor can get a detailed in-depth look at the proposition.

With regular SEO effort, you can push your keywords linked to your site and it's landing pages higher on the google search, so it comes on the first or second page on the search. I have seen that 70% of my traffic comes to form my keyword linked landing pages and only 20% comes to form the home page, which is the face of the blog. That proves the effectiveness of landing pages in driving traffic to my blog.

That way landing pages act as funnels they pull [internet traffic](#) towards them where the visitor can be converted to buy with a clear proposition. They are also an excellent lead funnel and data collection points. Every landing page is a proposition to buy a book of mine on poetry, religion, travel, and so on. With one click, the visitor is bought to the buy button.

DocuSign - For Business Contracts

I have just closed a book deal with a [web-series](#) producer who has bought the right to make a web series for OTT platforms on the story of my book. The issue arose due to the lockdowns we were not able to sign the agreement document because the courts were closed, although the document and the terms and conditions had been vetted by our prospective lawyers and we had shaken hands on the payment sum, we were not able to sign physically and solemnize the agreement and the contract due to no legal paper or stamp paper availability as the courts were shut and would take time to reopen. The delay was excruciating as I had a good sum riding on the agreement. The solution came to me in the form of the DocuSign app, which I had used to sign my contact with another book publisher Partridge Penguin.



I downloaded the app from the net and watched the promotion and operational video that took me to a 30 day free trial of the document signing application. It was very simple just drag and drop the [PDF file](#) of your agreement into the user interface window after you have created a company account and filled the relevant fields. You can then drop the signature tab into the document and create files for others who have to sign the document with you, like my producer in this case who was buying the story rights of my book. After assigning names and emails of the recipient you can automatically send the document to the co-signed.

One can create their own digital signature, use interesting fonts, stamps, and even incorporate the company logo into the document itself.

There is a place to save all signed documents and track the progress of who has signed them and when. After the 30 day trial, you can buy the business pro package

at the cost of \$ 40 per month or the single package for \$ 10 a month depending on how many people sign a single document and how many documents you need to sign in a month.

So now the agreement has gone to the producer for him to add his digital signature and then wire in the signing amount into my account as mentioned in the agreement. Both have a digital copy of the agreement saved to refer to in case of dispute and one copy goes to the respective lawyers for digital filing.

A perfectly simple application to full fill agreements in the digital world.

Use YouTube To Create Inspirational Character's

I have been doing. A lot of Binge watching of [YouTube](#) videos these days as I have all the time in the world. I have been watching video's of guru's politicians, thinkers and political leaders alike, many of these people have begun to seep into my writing as characters in my stories and books. I do make changes here and there but they give me a reference point to start. I have built a few in my stories and given them a texture and an aura and then I play with them. People weave them into my book and start and then give them a shape and make them come alive on paper. These are real people I watch on YouTube and learn from and hear talk day in and day out they are a great raw material for interesting characters from my story. Rather than watch films and web-series to get ideas I prefer YouTube videos where people are real and more alive they can be etched better into stories.



It is a great space to get inspirational spiritual guru, politicians, spokespersons and head off sate like characters, some good writers and creative types are also there. [Blogging](#) requires a lot of storytelling and you can take a lot of that by watching YouTube videos and build their talk also in the story, you get a good idea from there talk about there mannerisms and bent of mind also there beliefs and philosophies.

So get inspired and watch some YouTube build some exciting ebooks and tell some fantastic stories.

Zip Zap Zoom

The video conferencing and video meeting app called Zoom has been breaking all records for downloads and has amassed billions of customers in a post [COVID](#) scenario. As the entire world is under lockdown people are using this application for conducting office meetings and Vedic conferencing with remote clients over their phones and tablets. The application has been trending in India for the past few weeks with over 450000 downloads a day. This has made its customer base skyrocket. So what is the Zoom app and how can one benefit from it. Well in a work from the home environment it is a percent app to video conference and does an official meeting on. It has a very simple and easy to understand user interface that is its biggest USP. The app copies all your contacts from your mobile and you can log into it through your Gmail and Facebook IDs / Once in you can send invitations for meetings to your work and office team and start doing. With instant screen sharing, crystal clear audio, facility saves meetings, and data you can download the app from apple and google play stores.



Founded by Eric Yuan in 2011 in San Jose it has taken off during the lockdown phase as it is proving to be a cost-effective and easy to use video meeting application. There has been concern about data privacy and it's safety as many people have complained of hacking and stolen meeting data.

It has been used by many government officials and has been a popular tool for small businesses. Many big companies like apple and google have warned customers not to download it due to data privacy issues, none the less the app is doing well and the downloads have increased significantly in India which is the largest market for the application and its founder.

It has a very effective share screen facility and you can invite many people at the same time to a conference meeting. Educational institutes are using it to conduct and impart online classes. Currently, the company is valued at 40 billion dollars and Eric has moved into the [Forbes](#) list of billionaires with a net worth of 7.5 Billion dollars. The company went public with an IPO April last year and was valued at 16 billion dollars on day one itself.

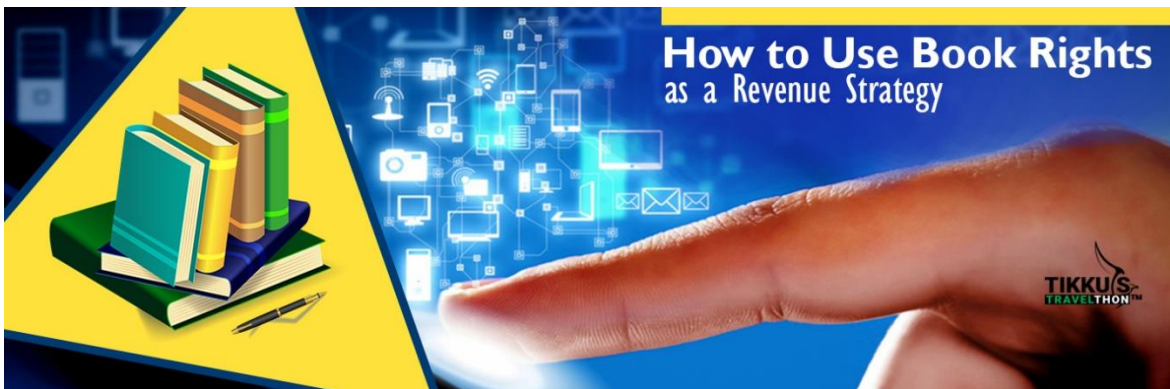
[Zoom](#) is compatible with Windows, Linux, iOS, macOS and Android platform one can do meetings with 100 participants for as long as 40 minutes at a stretch. You can get additional features at a cost of \$ 15 to \$ 20 per month subscription fee. So it is an inexpensive proposition for large office meetings and even online seminars, product launches and talks and panel discussions.

The company has to look into data theft and privacy concerns as a lot of companies would not want sensitive meeting information linked to competition or other agencies. As of now, Zoom has taken off in India in the post lockdown scenario and it looks like it will grow as people adapt to a new work environment.

How to Use Book Rights as a Revenue Strategy

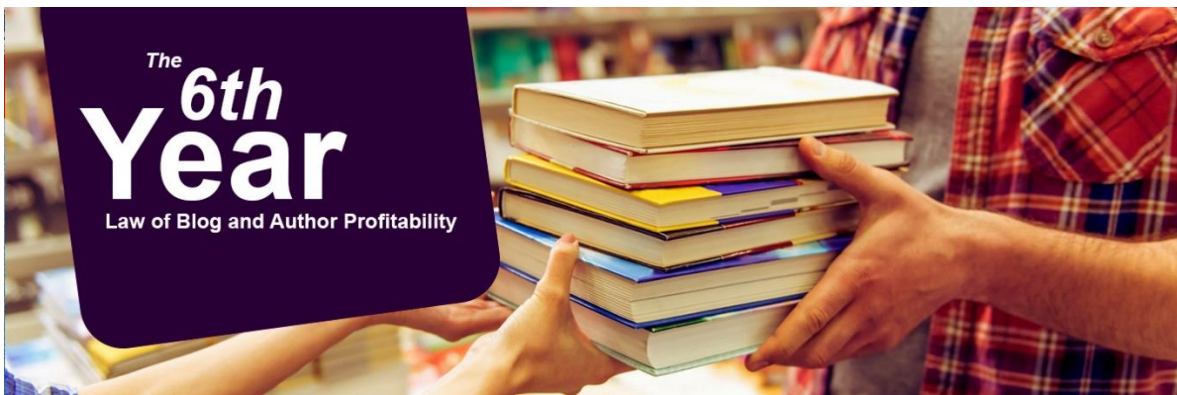
Target 5 Books a Year ...

Now that I have been pitching the web and digital film rights of my books in Mumbai. I have realized that if I have to break even I need to sell at least four of my book's digital rights to make my five years blogging journey worthwhile and recover all the monetary investment I have made so far for blog team, promotions, self-publishing cost, etc. If you look at it carefully, [Bollywood](#), which is the main Hindi and urban English market, makes 1000 stories a year, which are realized and are of a decent quality. A thousand films or 1000 stories. I just want 0.5% of the market share. I want to target selling 5 books of mine every year for their distal and film rights. My yearly target should be 5 book titles sold for movie and digital rights. That would translate into a revue of 60 to 70 lakhs a year, which is very good and very comfortable for an established and sold author.



The 6th Year Law of Blog and Author Profitability

It had been now about five years of [blogging](#) for me and I have learned the final rule of how long it takes to make this business profitable. Let us look at the fixed cost your blog and SEO team is a fixed cost, along with the money you spend on self-publishing your work into books. Money spent on marketing and book reviews also adds up to the variable cost. It typically takes three years of rigorous blogging for one to evolve into an author and self-publish at least half a dozen e-books. It takes at least two years as an author to have enough work that sells and gets you royalty as well. That is a total of five years. Ideally, by the end of the sixth year into your journey, you would have sold at least rights to four of your books. That alone will get you enough revenue that it will cover all your fixed and variable cost of the last six year and deliver the blog into profitability where you actually make a take-home income.



So the sixth year is critical and if you can add revenue by selling rights of your [books](#), the blog will be profitable and recover all input costs including administration and marketing costs. Therefore, you have to be patient for that long to make your venture profitable. Surviving on Book sales, Royalty, Barter or co-promotion will bring revenue and attention to the blog but it will not be enough to cover the fixed costs even.

It is only rights of the books to be made into audiovisual formats that will deliver profitability, although royalty from audiobooks will also add to the overall revenue. I am now entering the 6 the year of my blogging journey and hoping to become finally profitable as a business.

Become a Self Publisher for Couture Books

A recent revenue stream for my blog is Self-Publishing Brand promotional and coffee table books. I am exploring this deal with a client and prospect of mine called Chocoholics, I have done a blog post on them before and they are facilitating me in selling my books on their counters. They are a distribution outlet for my book I also slept with Rashmi Verma. I have proposed to make a marketing and coffee table book on their products namely cakes and exotic parties, along with the History and lineage of the brand, the people who started it, where and when. The history of its products and a bit about the workers behind the brand, along with customer testimonials. It would make for perfect matter with color photographs on glossy paper.



Use font's backgrounds and layouts to make the book look rich and creative. Use a theme and have a very catchy cover with an apt title and photographs. It would be a perfect read and a gift item for the customers of the brand. Alternatively, they could be sold directly from the outlets.

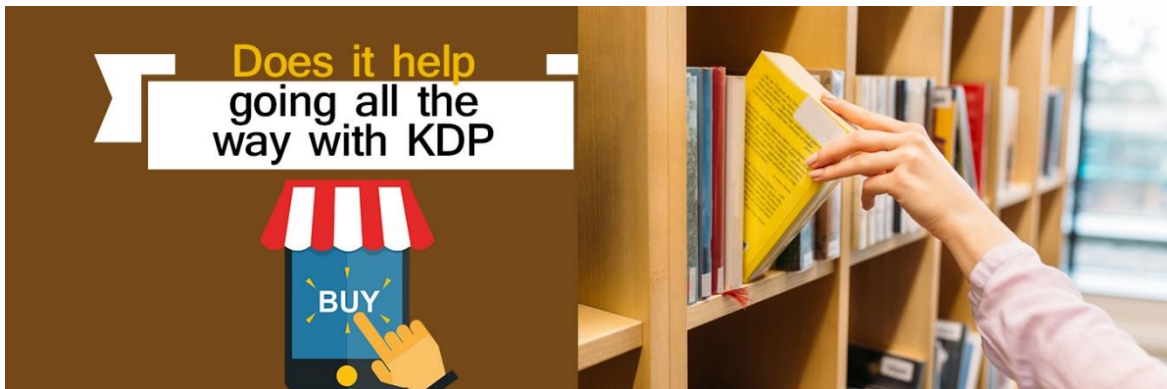
All was needed was a tie in with the current publisher, compile content for the book, execute the design, layout, and proofreading. The publisher takes care of the distribution and delivery of certain copies. Rest can be ordered at a fixed price to be decided by the brand.

Identify brands and associate with such brands in building their image through your writings, concepts, creativity, and design.

Does It Help Going All The Way With KDP Select

Well, it does really!

It's been 6 months that I deactivated my account on kobo.com and some other online book stores to go all the way with the amazon.com kip select program, this will get me access to the vast KDP market for e-books, free promotional offers that I can run and a whole host of other benefits including more royalty and thus more income from sales of my books. But this is an exclusive offer, I am not able to sell from any other market place on the web. I decided to go for the exclusive deal. In six months I ran a free book offer for five days on all my new books, I stuck to my book blogger reviews. I noticed a tend the sales of my books had increased three folds but all the books were selling for free, therefore I was making no money the free book offers were a hit with 20 books being given away free in a day. Let me share some figures in the last five months I have sold 266 free books through the KDP select program using the free book promotion offer, do you want to know how many paid books I sold for which I will get royalty to guess what the figure is a puny 30 books that were sold for money. Although on a slightly brighter point the number of pages reads from my books went up considerably about 1350 pages were read from my various books and yes people are reading the Malayalam edition of the books with a few dozen being taken for free.



Compare that to six months further back I sold 45 books paid and royalty received. Then the pages read were less than a 100 or so. However, yes one other cost of mine has reduced I have stopped getting reviews from book bloggers and saved money there instead I have used the free book promotion tool of KDP and given away free books at no cost to me. Remember I was shelling out Rs 500 plus book cost to get a review from one book blogger per book. I think I can say that using the free book

offer tool I managed to save at least Rs 6000 a month from my book blogger review cost.

So going with KDP select helps you in reducing your promotional and book review cost as their promotional offers help in giving the readers a free taste of your book. But that's about it they do not really lead to an increase in sales, however, they do lead to a substantial increase in the number of pages of your book read and you get paid for that too under the program. So go for it go for KDP select all the way. If you do not get the desired sales over a sustained period, you can always reject the exclusive offer and take your book to other online stores the exclusive deal has to be renewed every three months.

Don't Be Content With Your Content



INNOVATIVE WAYS OF SELLING DIGITAL CONTENT

Are you good at creating content , can you write , voice audio books , make digital and video based content including documentaries , web series , or just digital films and ads . Find out how to sell your content in the market at the right price , understand the systems and contracts that you may need to sign . The book is my direct experience as I move to sell rights to my books and audio books and try to monetise my blogging content . Get more bang for the buck for your premier content and learn tactics that will help you stand tall in the digital content market space .

Book Lover Reviews

Anuj has used his personal tragedy to transform himself and others through his books.

- Raju Srivastava



Anuj Tikku

is a famous Bollywood actor and is the leading face in several TV commercials and Bollywood films. He has a Management Degree from IMT Ghaziabad and a Engineering Degree from the University of Manchester.

Currently he runs a travel blog called tikkustravelthon.in and has spoken in several blogger conferences as an expert and a motivational speaker.

Price : Rs 199

Suraj Mal Vihar, New Delhi | +91 9650799479 | tikkustravelthon@gmail.com | <https://tikkustravelthon.in/>