

Business Models

- ✓ Turning Your AHAbook Into Kindle, Paperback, and Hardcover Versions.
- ✓ Books Targeted to Your Audience.

AHAthat™

THiNKaha®

What Is a Social Media Enabled eBook (AHAbook)?

- Imagine having content that is immediately actionable by your growing fan base.

Think 7-second sound bites.

Think AHAs.
@HappyAbout



Mitchell Levy
The AHA Guy

Key Elements of Publishing With THiNKaha

- **Revenue:**
 - Kindle, paperback, and hardcover books are for sale. You receive 51% of profit (net revenue received less the printing cost of physical books and a 5% transaction fee) quarterly. Some authors donate their profit to charity.
 - AHAtat is free to use, free to share, so no revenue from the AHAtat platform.
- **Your Cost for Additional Books:**
 - Paperback: \$10/copy (1-49), \$7.95/copy (50-499), \$5.95/copy (500-2000).
 - Hardcover: \$15/copy (1-49), \$12.95/copy (50-499), \$9.95/copy (500-2000).
NOTE: Profit from your author purchases are included in the profit split.
- **Retail Price:**
 - Kindle: \$0.99 for first 90 days, then \$4.99.
Paperback: \$19.95, Hardcover: \$24.95.
- **Copyright:**
 - You own the copyright.
- **Publisher:**
 - AHAtat is the platform, THiNKaha is the publishing entity that curates the content for AHAtat and publishes the books in PDF, Kindle, paperback, and hardcover formats.



Hey,
Did You
AHAthat™?

Want to Target Another Market? It's Easy With AHAtthat!

- **Create Targeted Books:**
 - As you have more than one customer avatar, you should have more than one book.
 - Take your existing AHAbook and modify the target market and pain point being addressed.
 - Imagine changing the focus of this book from “NetSuite” to “Salesforce.”
- **For \$1,750, You Can:**
 - Change the cover.
 - Change interior content.
 - Secure a new person to work with for the foreword.
 - Add/change authors.
 - Have distribution everywhere.
 - Support another non-profit with your cause marketing.
- **NOTE:** The cost/book follows the cost structure on the previous page.



To Continue the Conversation

THiNKaha®



<http://THiNKaha.com>

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**THOUGHT
LEADER LIFE!™**

<http://ThoughtLeaderLife.com>



AHAtat™

<https://AHAtat.com>

3-Step Author Process

<https://AHAtat.com/Author>



<http://MitchellLevy.com>

**SOCIAL
MEDIA
IN A DAY...**



<http://aha.pub/t-l-b-p>

Appendix

- What Is AHAtthat?
- What Is a Social Media Enabled eBook (AHAbook)?
- Convert Your AHAbook.
- Cost of Publishing.



Hey,
Did You
AHAthat™?

What is AHAtthat?

<https://AHAtthat.com>

AHAtthat™ helps you



Share.



Author.



Promote.

- SHARING:** There are over 45k pieces of high-quality curated content from thought leaders from around the world that you can share for FREE.
- AUTHORING:** It will only take you eight hours to write an AHAbook using the time-tested three-step authoring process: <https://AHAtthat.com/Author>. *That said, if you don't have the time or need help crafting your messages to target your prospects' pain points, then we will ghostwrite it for you after an expertly crafted two-hour interview where we extract your genius.*
- PROMOTING:** Manually or automatically share yours and others' content.

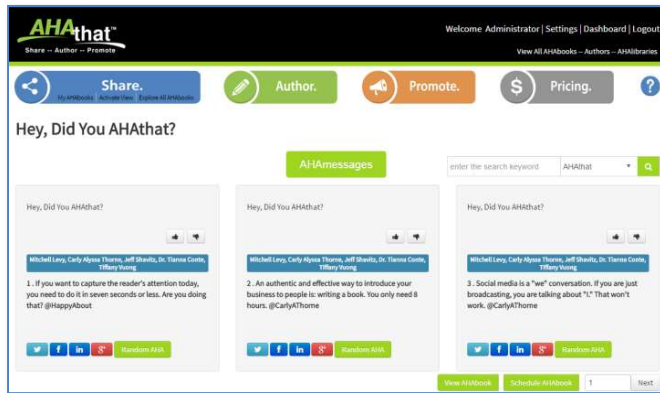


What Is a Social Media Enabled eBook (AHAbook)?

For simplicity, let's say there are three types of eBooks:

1. PDF – First thing we think of when we think eBook.
2. ePub – Typically the format used to load into Kindle.
3. AHAbook – Social Media Enabled eBook.

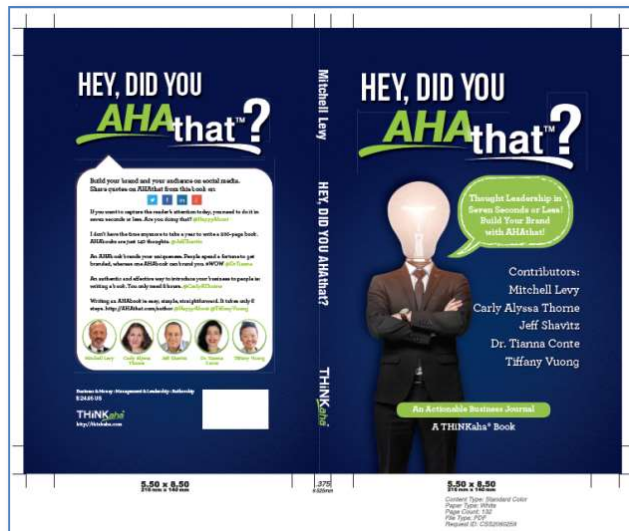
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AHABook



PDF for LeadGen








Hardcover



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Cost of Publishing a Ghostwritten AHABook (DIFY)

<http://aha.pub/BeSeenPackages>

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