

# EMRE Publishing, LLC presents

How to leverage your  
creative drive into a  
paying business.





## We like to blow-up businesses.

Whether you need to become a branded author or you want to run a complete publishing house, we have an excellent method of getting you into the minds of your readers.

EMRE donates free installations of its Embellisher™ Mobile Publishing App to educate refugees' children from around the world.

**HIAS**  
Welcome the stranger.  
Protect the refugee.

## They Wanted to Blow-Up Their Businesses

- This walk-through will feature three of our clients who have used our services and technology platform to increase their visibility to their niche audiences and created super ePub3 eBooks to teach, to sell and to provide content via mobile delivery across digital devices. Here are the three people in our little teleplay (each has given us permission to use their likenesses and their experiences with EMRE Publishing technology for this presentation):
  - 1. Ari Bernabei, Graphic Artist and Cartoonist, San Diego, CA
  - 2. Shirley Franks, Nursing Instructor, RN, MSN, MBA, Houston, TX.
  - 3. Bas van Stein, Publisher, Sassenheim, The Netherlands.

Follow these three in their experiences at EMRE.

Ari



Shirley



Bas



## Ari the Artist Takes Off

- We first gave him [free access](#) to our ePub(2 & 3) Creator Studio, where he could learn from the easy tutorials on how to create the best eBooks to deliver his work and “hawk unobtrusively” his book illustrations and cover designs.
- After he had this “first duck” in his row, his free copy of his unique comic strip, [Lebidness](#), he decided to install our [Embellisher™ Mobile Creation, Publishing and Marketing App](#) to allow his prospective clients to install his app and buy his services in the quickest way possible. Inside his app’s Admin, Ari could affix prices for his work, create coupon promotions, and deliver interactive, multimedia content directly to his client’s mobile device.
- Finally, Ari invested in a “rifled” mailing list from one of our curated “Opt-In Only” email vendors. For his marketing duck, we loaded these emails into our distribution system, and Ari got over 5,000 installs of his app the first week. They wanted to get the free comic, and they soon learned [he could do artwork](#) for them in a variety of ways. The synergy of the app’s forum allowed his clients to interact with each other and with Ari, and this led to even more installs directly from his new website.
- Once Ari’s audience grew substantially, he began to get offers from bigger clients, and his comic became a hit. He hopes to soon land a syndication offer, and he has done several specialty comics for company newsletters. He has also had teaching offers, and he plans to develop some online cartooning courses.
- Ari can now sell his graphic novels, in his third duck, to over 1,000 online retailers and 65,000 libraries around the world through our Vearsa distribution program. His print titles are also sold through his app and are edited and distributed through our Createspace distribution system. His latest “idea” is to create an Adult Coloring Book patterned after his [ideas of adult greeting cards](#).



Ari wanted  
an  
audience.

Ari Bernabei came to us as a “starving artist” who wanted to take a chance on his talent. He knew he needed an app in order to subscribe new followers to his commix, but he also knew he could make some money in the design of covers and illustration of books.

HERE'S WHAT WE DID TO  
BLOW-UP HIS BUSINESS.

## Shirley Gets a Brainstorm

- We get many clients like Shirley. They come to us with stories of how few books they've sold through other self-publishing outfits and how they were really displeased by how they were treated and the poor results of the editing, cover and book design. At first, Shirley wanted her book re-done and distributed, but then we discussed the options for having her own business by using our app. Since she also had her Master's Degree in Business, it didn't take much convincing. Shirley had the idea of building her own consulting business with her first course in the offing: "How to Pass the Graduate Nursing Practicum."
- We sold Shirley on getting her own website (\$75 per year with unlimited storage), her own tailored Embellisher™ Installation, and the rifled approach to mailing directly to her prospects: graduate nurses around the world.
- As a teacher, Shirley was able to use the built-in Forum inside our App to its greatest advantage. She wanted to include her newly edited and designed text as a free "come-on" to new prospects who would install her app to get the eBook. Then, she would send out an especially prepared announcement about her course based on her many years of experience, so nurses could pass this essential practicum with no problem. This course was an "insider's course" that you don't get in the classroom. Shirley would charge for it, \$50 per registrant, and they would automatically receive their book (through the library component of our app) and the materials (through the forum component of our app).
- Like Ari, Shirley bought several thousands of graduate nursing students emails and we sent them out for her inside our online distribution software. She received 8,000 installs of her app to receive the free copy of her book, and that was just the first mailing. In all, Shirley established a client base of over 15,000 interested nurses. She was ready to send out her second mailing in the form of the ePub3 multimedia sample of her new "Passing the Nursing Practicum" course, which included an instant purchase button (also built into the app using Stripe technology), and she ended up with over 850 paid registrants for the first course she had prepared to be delivered through her new online site.
- Shirley wants to branch-out now, providing other specialty courses that medical folks cannot get inside the academic classrooms. Our application is great for this kind of learning and marketing of such learning because it works through viral synergy (blowing-up) your business. Once someone installs your app, she becomes "yours," so to speak, in that she will see you as an expert in your niche area. We are the only method to reach these kinds of niche audiences to provide them with "on the go" courses and eBooks that can contain quizzes, videos and other latest technology not available anywhere else.



## Shirley wanted to teach and make money.

Shirley Lorraine Franks came to us with a piss-poor copy of her book, *A Foreign Nurse's Guide to America*, done by an outfit called iUniverse. Not only did we give her a new title in both print and digital, we also sold her on exploding her presence through using our tailored app to teach.



## A Premium Business

- We knew right away that Bas van Stein needed our Premium “turnkey” installation. He was an experienced publisher who had yet to take advantage of mobile publishing, and he had a stable of authors already signed onto his old publishing house. All he needed was to set-up our turnkey business app and then invite his authors to create and sell content inside. He would then invite other authors to submit and to develop separate bookstores right inside his tailored app.
- We installed our [premium Embellisher™ App](#) on his website, which took two hours. This permitted his authors to create their content, price their titles in their individual store, and get paid 85% of the cover price, and Bas collected his 15%.
- Bas was especially excited about our new [“choose your own adventure” plugin](#), and he wanted his authors to create enhanced eBooks that could be sold through his new imprint: Fantastic Choices.
- With our [marketing email program](#), Bas was able to add to his stable of authors almost as fast as the emails went out. The first week he had accepted four new authors into the fold from the special mailing to authors he did through our app. They were excited about this new mobile technology and wanted to get on-board right away.
- Bas enjoys the fact that his business is now “turnkey” in that he spends a lot less time administering his authors’ needs. They price their own books, have their own stores, and he collects his 15%. His new imprints like the Fantasy Choices will also give him even more income. His technical books also take full advantage of the multimedia component of our editing studio, and the authors enjoy that we use open source coding to utilize JavaScript and other coding that other systems cannot use because of their proprietary nature.



## Bas wanted to help Indie authors.

Bas had run a medium-sized publishing house for several years, but now he wanted to help independent authors learn how to reach new “niche” audiences, which was his specialty. He wanted to teach technical skills also, so he came to us.

## Ready to Blow-Up Your Business with Mobile Technology?

If you have a great business idea or have already established your Internet presence but find your sales are sluggish, then please set-up a free interview consult with me. I would be more than happy to see how our app installation can work for your specific needs.



Owner and  
CEO  
Jim  
Musgrave

Thanks for interacting with our presentation. Please sign-up to our newsletter and feel free to contact me personally for a consult.