Create a New Title – Leaf Books

UI:

- Clear New Title button in top Left
- Once clicked: Large context window opens to upload or drag/drop files
- One left side: Clear step-by-step workflow so authors can see what's coming up

Steps:

1. **Click "Set Up a New Title"**
2. **Upload Manuscript and Cover Files**
   1. If you have your files ready, upload them now and we will set up your title
      1. **?? Decision ??** If they upload a formatted PDF, can we turn that into a Leaf edition?
      2. Should we ask users to upload a Word or Doc file instead:
         1. Challenge: Many authors don't have fully proofread doc files. They format into PDFs and then do final proof
         2. If they have an unfinished manuscript, they should still upload to capture title details? Or no?
   2. Option: Upload files later
3. **Title Details**
   1. **!! Aha Moment !!** — If author uploads manuscript and cover images, we will set up all their title details and landing page
      1. Title, Subtitle
      2. Author Name
      3. Author Bio
      4. Book Description
      5. Keywords
      6. Bisac Keywords (recommended)
      7. Autofill ISBNs (if found on Copyright page)
      8. Cover Image auto-formatted for landing page

9. Launch Date
2. If authors did not upload manuscript, add offer at top of page:
    1. Want us to fill in the details? *Upload a manuscript file* (even if it's not done!) and will give you a head start. You can upload the final files later.
4. **Set up Leaf Edition (web-based e-reader)**
    1. **‼ Aha Moment ‼ —** If authors uploaded manuscript, Leaf Edition will be ready to view.
        1. If they did not, they will be prompted to upload now. They can also choose "upload later" and just set up their landing page
    2. **$$ User Education $$** Include short video walkthrough, "What is a Leaf Edition?"
        1. Also include link to a sample Leaf Edition that opens in separate tab
        2. Key points:
            1. Fully digital edition of your book that gives you marketing superpowers
            2. Readers can highlight and share any section of your book
            3. Each section is indexed for SEO, making your book discoverable online without giving away the entire thing
            4. Readers can easily send gift links to new readers
            5. As the author, you can track top highlights and read-through rates of your book
    3. **‼ Aha moment ‼** — Supercharge your Leaf Edition
        1. Upload multimedia: videos, bonus files, podcast clips, or author notes to give your readers an immersive experience.
            1. UI — Authors sees Leaf Edition with ToC on left-side. They can click through, add edits directly to files, use a + feature to add multimedia in between paragraphs, just like a Newsletter or Blog UI
5. **Set up Formats**

1. Click to Add format — Suggest Hardcover, Paperback, Ebook, and Audiobook
    1. API – Physical and ebooks will be formatted and produced using the Lulu API
    2. Click into each Format to setup
        1. Templatized cover files
        2. Interior File
            1. We can accept pre-formatted PDF files or Doc files and Leaf app will format
    3. **!! Aha Moment !!** — Offer to insert Lead Capture pages in HC and PPB files
        1. Capture reader contact details no matter the format. Insert a Lead Capture page at the front and back of your files
            1. Click: Insert Lead Capture
                1. UI: Show Sample — Connect with the author: include URL and QR code
                2. Allow edits to Lead Capture page
2. Set Price
    1. Show Printing costs
    2. Show Net Earnings per Sale (changes depending on Author's subscription tier)
6. **Add Bonus Material**
    1. Upload files, checklists, bonus material, and more directly into the Leaf reader
    2. Add URLs to bonus material hosted on other platforms: courses, calendar scheduling (for coaching and consulting), etc.
7. **Create Bundles**
    1. What is the most flexible way for authors to set these up?
    2. Offer bulk discounts
8. **Review:**
    1. Review landing page
    2. Set for Pre-order

1. *** Challenge *** What do we do when an author starts collecting pre-order revenue and then doesn't deliver the product?
   1. Shopify offers Chargeback protection to protect buyers from fraud
      1. Can Stripe do this?

9. **Launch**
   1. Your page is live!
   2. Set default URL