

## OWNERSHIP IS KEY TO YOUR CAREER AS AN AUTHOR

By James Musgrave

Direct-to-reader sales is the future of publishing. Just ask J. K. Rowling and her sales platform at Pottermore.com. My mobile ePub3 creator studio, sales, and marketing online platform, the [Embellisher™ 3.0](#), is efficient, secure, and reader-friendly. These are the main reasons four of my clients have enjoyed using it for their different purposes.

### The Attorney

Our client, Patrick Gould, Esq., was very interested about working with somebody who could get him into the mobile publishing delivery of his law school bar review business. When I met him at the Chicago Book Expo America, we had a good conversation about what he does and what he wanted to do. I really appreciated Patrick's approach to getting the best possible app for his needs.

Our product is not strictly an app; it is a so-called "web app". In other words, users do not install the app from a Playstore but instead visit a website which is optimized for mobile phone usage. Also, we don't use YouTube because of the advertisements that get placed inside the videos and interrupt the viewing enjoyment. Hackers do this to increase revenue, but we don't want our users being side-tracked by some other company's ads.

My developer and I worked on this program for several years to ensure an almost 99% hack-proof program (he says that nothing digitally programmed is ever 100% hack-proof, so I must agree). However, the idea is to slow-down the hacker enough that he/she doesn't believe it's worth his/her time to pursue the required stealth. For example, eBooks sold on Amazon include the "keys to the car" inside each book they sell. A hacker can de-program the book in about twenty seconds and have it up for sale on pirate web sites.

### The Publisher

When I began working with the largest eBook distributor in Israel, Yaron Goldstein, one of the first things he told me was that the Israeli publishing community had never experienced the phenomenon of Amazon and eBooks. In other words, there was no rise of the giant conglomerate to attempt the take-over of the digital reading market the way it had happened in the United States. Mr. Goldstein put it rather simply to me, however, when he said, “Why should I give 30% of my money to Amazon?” Why, indeed!

Yaron and I are working together to provide a better model for authors. Our model says that mobile publishing is the only way indies can stay competitive against this tidal wave of greedy profiteers in the “land of the corporate giants.” Make no mistake. The authors are the ones losing out in the long run with the corporate business model. It’s basic economics. What is [never discussed](#) in these articles about Safari, Oyster, Scribd, Kindle Unlimited and Playster, is the fact that they own the means of production. In other words, without the ability to create and distribute your own intellectual property, independent authors will remain patsies to the Goliaths in this world.

### The Author

Shirley Franks has purchased our installation of the Embellisher™ Mobile Publishing platform 3.0 to use her expertise as a nurse and business person. She wanted to be able to prepare and teach graduate nurses the practical skills they need to pass the Nurse Practicum, which is a final and required test by one’s peers to see if you have the practical skills necessary to work with patients.

As a result, we created her website and landing page to introduce her clientele to her services. This was an extra cost because she did not have her own server or website. We were

able to do this with no problems. All registrants will automatically receive a free copy of Shirley's eBook, [\*A Foreign Nurse's Guide to America\*](#), when they register for her free app. The courses will be offered inside the app. Students can login to their course on any mobile phone available, just copy the platform URL to their home screen, so there are no complicated management interfaces. They can also pay for their courses right inside the app using Stripe.

### The Former eBay Businessman

I hope you don't mind the bit of nepotism, but my son, Chris Musgrave, uses my platform for his growing online product sales. He was tired of the "buyer bots" and extra charges that Amazon was piling on. So, the way he profits is to create the multimedia eBooks in the studio part of the software, and he then markets the eBook for each of his products and adds extras like videos and interactive text inside that can bring-up images to show the quality of the item being sold to each prospective buyer. He prefers to market in a mobile environment because it allows him to send links to each product by using Twitter, Snapchat, LinkedIn, Skype, or any other social platform, where he can reach high-end collectors and quality product buyers. Once they sign-up to his platform, he has future sales guaranteed.

In his "day job," my son manages a pawn shop in Rosemead. Brown's Pawn and Jewelry. He is married to Kristal Kent and they have my granddaughter, Jenna Nicole, who wants to be a genetic research scientist when she finishes college. She's the real "star" of our family.

As a fellow author, I understand the hard work that goes into each manuscript, and when you create a series of books in one genre or subject area, you want to be able to keep your readers in one place—your place. Ownership and security, I say again, are the keys to *any* thriving business. Especially the digital eBook business.

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## Biography

James Musgrave was born in Fall River, Massachusetts. He taught as a Professor of English and worked as a Supervisor, Management Development at Caltech, Pasadena and at various San Diego colleges. He is now the author and publisher at EMRE Publishing, LLC in San Diego. He has won many writing awards, and his mysteries are "featured selections" by the American Library Association. He was also a Finalist in the Bram Stoker Awards, First Place Award for Best Historical Mystery in the Chanticleer International Book Awards, and a Finalist in the Heekin Fellowship.

Please contact the author at: [jamesmusgrave2122@att.net](mailto:jamesmusgrave2122@att.net)

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