



The Living Book Platform

The Author's Guide to Recurring Revenue in Publishing

*Why the traditional book model is leaving money on the table –
and what the most forward-thinking authors are doing instead.*

THE STATE OF BUSINESS BOOK PUBLISHING

The business book industry generates more than \$1.2 billion in annual sales in the United States alone. Yet for the vast majority of authors, the financial return on writing a book is remarkably poor.

The traditional model works like this: an author spends 12-24 months writing a book, works with a publisher or self-publishes, sells copies for \$20-30 each, and earns a royalty of \$1.50-\$4.00 per book sold. A modestly successful business book – one that sells 5,000 copies – generates between \$7,500 and \$20,000 in author royalties. Total. Over the lifetime of the book.

The math does not work. And it’s getting worse.

US business book market annually	\$1.2B+	Publishers Weekly, 2024
Average copies sold by a business book	5,000	most sell fewer
Average author royalty per copy sold	\$2.50	traditional publishing
Business books published annually	12,500	Bowker, 2024

THE ATTENTION PROBLEM

Even when a book sells well, the relationship between author and reader ends at the point of sale. There is no mechanism for the reader to apply the framework with the author's guidance. There is no ongoing conversation. There is no community. There is no recurring relationship.

The data on book completion rates tells a stark story:

Of nonfiction books are never finished by the reader	40%	Jellybooks, 2024
Of readers complete a business book's exercises	10%	estimated
Of book buyers implement what they read	3%	training industry data

The gap between reading and implementation is enormous. And it represents the single biggest opportunity in publishing today.

Authors who have spent years developing proprietary frameworks and methodologies are delivering them in the least effective format possible – a static document that readers consume once, partially, and set aside.

The most valuable thing about your book is not the text.

It's the framework inside it – and what happens when a reader applies it to their specific situation.

A static book cannot do that. A Living Book can.

THE SUBSCRIPTION MODEL CHANGES EVERYTHING

The subscription economy has transformed every major content category. Music (Spotify), video (Netflix), software (Adobe), news (Substack), fitness (Peloton) – in each case, the shift from one-time purchase to recurring subscription dramatically increased both creator revenue and reader engagement.

Publishing is the last major content category to make this transition. The Living Book model is the mechanism that makes it possible for individual authors.

THE REVENUE COMPARISON: 500 READERS

	Traditional Book	Living Book
Reader pays	\$25 once	\$9.95/month
Author earns per reader	\$2.50 royalty	\$9.36/month
Annual revenue – 500 readers	\$1,250	\$56,160
Platform takes	65% (Amazon)	3-8% (HERAA)
Reader relationship	One transaction	Ongoing
Author data on readers	None	Full analytics
Content updates	New edition required	Continuous

To match 500 Living Book subscribers on Amazon royalties, you would need to sell 22,464 copies every year.

Not once. Every year. That is the equivalent of a consistently bestselling business book – a level most authors never reach.

500 subscribers is achievable. 22,000 annual sales is not.

WHAT IS A LIVING BOOK?

A Living Book is not a book. It's not a course. It's not a coaching program. It's all three – delivered through a single subscription platform that runs automatically.

A Living Book includes:

- Full book text – your complete manuscript formatted for a premium interactive reading experience with pull quotes, insight boxes, framework graphics, and chapter exercises
- AI advisor trained on your framework – readers describe their challenge and the advisor asks the questions you would ask, personalized to their situation
- Audio narration in your cloned voice – every chapter recorded and synchronized, available for listening while commuting, exercising, or traveling
- Chapter videos – short videos at the end of each chapter where you introduce the exercise and guide readers through how to apply it
- Interactive exercises – readers type directly into the platform, their responses are saved, and the AI advisor remembers and builds on them across chapters
- Subscriber community – a native community where readers share insights, post challenges, and engage with each other and with you directly
- Personal workbook – all exercise responses compiled into a downloadable PDF the reader keeps

The result: readers do not just read your ideas. They interact with them, apply them to their specific situation, and come back month after month because the relationship with your thinking has become too valuable to cancel.

THE READER EXPERIENCE DIFFERENCE

Traditional Book	Living Book
Reader buys once and owns	Reader subscribes monthly
Static – same content forever	Dynamic – content grows over time
No personalization	AI advisor personalized to their situation
No author access	Direct community access to author
No accountability	Progress tracking and exercise saves
No community	Active subscriber community
No audio	Voice-cloned audio narration
No implementation support	Chapter videos guide implementation
Author earns once	Author earns every month

THE SUBSCRIPTION ECONOMY: CONTEXT AND PRECEDENT

The Living Book model does not ask readers to do something unfamiliar. It applies the subscription model they already use in every other area of their digital life.

Global subscription economy revenue in 2024	\$120B+	UBS, 2024
Of US adults subscribe to at least one streaming service	78%	Deloitte, 2024
Higher LTV for subscription vs. one-time purchase customers	4.2x	McKinsey, 2023
Of consumers prefer subscription access over ownership for digital content	68%	Zuora, 2024

Publishing is the last major content category that has not made the subscription transition at scale. The infrastructure to do it for individual authors has not existed – until now.

THE AI ADVANTAGE

The AI advisor is the feature that separates a Living Book from every other digital reading platform. It is not a chatbot. It is not a search tool. It is an AI trained specifically on your framework, your voice, your methodology, and your body of work.

When a reader brings a challenge to the advisor, it responds the way you would respond – asking the questions that surface the blind spots, the assumptions, the invisible friction. The advisor has read their exercise responses. It knows where they are in the book. It builds on every conversation they have had.

Of professionals say access to on-demand expert guidance would change how they apply business frameworks

73%

McKinsey, 2023

Higher course completion when AI coaching is added to self-paced content

3.1x

Coursera, 2024

Of users report higher satisfaction with personalized AI guidance vs. static content

89%

Salesforce, 2024

Your framework has never had a way to reach every reader at the exact moment they need it.

The AI advisor changes that. It is you – available 24 hours a day, to every subscriber, for the cost of a monthly subscription.

WHO THE LIVING BOOK IS FOR

The Living Book model works best for authors who have developed a proprietary framework, methodology, or body of knowledge that readers need guidance applying – not just reading.

Ideal Living Book authors:

- Business, leadership, and management authors with a distinctive framework or methodology
- Executive coaches and consultants who have codified their approach in book form
- Professional development authors in finance, marketing, sales, operations, or strategy
- Health, wellness, and personal development authors with a practice-based methodology
- Self-help authors whose readers need accountability and ongoing guidance, not just inspiration
- Nonfiction authors in any category where implementation matters – where reading is not enough

Authors who are the best fit typically have:

- A completed or nearly complete manuscript
- An existing audience of at least 1,000 engaged followers, subscribers, or clients
- A proprietary framework, model, or methodology that is distinctly theirs
- A desire to build an ongoing relationship with readers, not just sell a book
- Interest in recurring revenue, not just a one-time advance

THE HERAA.AI DONE-FOR-YOU SERVICE

HERAA.ai builds Living Books for authors. Every engagement is done-for-you – the author provides the content, HERAA.ai builds, deploys, and supports the platform.

How it works:

- Step 1: Strategy Session – a two-hour session with Eric Markowitz to map your framework, design your AI advisor, and build your Living Book Blueprint
- Step 2: Build – the HERAA team formats your content, configures your AI advisor, sets up your exercises and community, integrates your Stripe account, and builds your custom domain
- Step 3: Launch – your Living Book goes live with reader subscriptions flowing directly into your Stripe account

Service packages:

- Strategy Session: \$2,500 – framework audit, advisor design, Living Book Blueprint (credit toward full build)
- Starter Living Book: \$15,000 – complete platform built and launched in 30 days
- Full Living Book: \$25,000 – complete platform plus voice cloning, audio narration, and chapter videos

Monthly Platform Hosting – Starting at \$297/month:

Tier	Subscribers	Monthly	Annual
Starter	0 – 500 subscribers	\$297/month	\$2,497/year
Growth	501 – 2,000 subscribers	\$497/month	\$4,197/year
Scale	2,001 – 5,000 subscribers	\$797/month	\$6,797/year
Enterprise	5,000+ subscribers	Custom	Custom

Hosting scales with your subscriber growth to cover increasing AI advisor API costs and infrastructure. Authors move to the next tier automatically when their subscriber count crosses the threshold.

THE PROOF OF CONCEPT: THE BLIND SPOT ADVANTAGE

The HERAA.ai platform was not built in theory. It was built for a real book, with real subscribers, generating real recurring revenue.



The Blind Spot Advantage Living Book – built by HERAA.ai founder Eric S. Markowitz – is live at app.blindspotadvantage.com. It's the first Living Book and the proof of concept for the entire model.

What it includes:

- 16 chapters of full book text with formatting, pull quotes, and framework graphics
- Audio narration in Eric Markowitz's cloned voice for every chapter
- Chapter videos at the end of every chapter
- AI Blind Spot Advisor trained on the Blind Spot Framework
- Interactive exercises with saved responses and PDF workbook export
- Native subscriber community with AI moderation
- Full subscriber dashboard with progress tracking

Experience it yourself.

Sign up free at app.blindspotadvantage.com – no credit card required.

This is not a demo. This is a fully deployed Living Book with paying subscribers.

What we built for this book, we will build for yours.

FREQUENTLY ASKED QUESTIONS

Do I need a published book to build a Living Book?

No. Many authors build their Living Book before or alongside traditional publication. The manuscript needs to be complete or substantially complete, but you do not need a publishing deal or an existing physical book.

How does pricing work? Who sets the subscription price?

You set your own subscription price. HERAA.ai takes a small platform percentage (3-8% depending on plan). All remaining revenue goes directly to your Stripe account. The recommended starting price is \$9.95/month or \$79/year, but authors with larger audiences or more premium content can charge more.

How long does the build take?

The Starter Living Book is built and launched in 30 days from the completion of the strategy session. The Full Living Book with voice cloning and video production takes 45-60 days depending on the number of chapters.

Do I own the platform and the data?

Yes. Your subscriber data, your community, your content, and your platform are entirely yours. HERAA.ai provides the technology and support – you own the relationship with your readers.

What happens if I want to leave HERAA.ai?

You can export your subscriber data and content at any time. There are no lock-in contracts. Monthly hosting can be cancelled with 30 days notice.

How many subscribers do I need to make this worthwhile?

At \$9.95/month, 100 subscribers generates \$11,940/year in recurring revenue. 250 subscribers generates \$29,850/year. 500 subscribers generates \$59,700/year. Most authors with an existing audience of 1,000+ reach 100 subscribers within the first 90 days of launch.

NEXT STEPS

Every Living Book starts with a strategy session. It is a two-hour conversation with Eric Markowitz to map your framework, design your AI advisor, and build your Living Book Blueprint. The strategy session costs \$2,500 and is fully credited toward any build package.

There is no obligation to proceed to a full build. The Blueprint alone is a detailed specification of what your Living Book would look like – valuable independent of whether you build with HERAA.ai.

Apply at heraa.ai

We review every application personally and respond within 72 hours.

Questions? Email eric@herobusinesscoaching.com directly.

HERAA.ai | The Living Book Platform

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