



## How to Create Your Own Book App that Sells Worldwide, 24/7! (Even if You're Not a Techie)

Hosted by Jon Bard  
Created and Presented by Karen Robertson

<http://bit.ly/makebookapps>

Hi!

Thanks for joining us on the Write4Kids' Book App webinar, "How to Create Your Own Book App that Sells Worldwide, 24/7 (even if you're not a techie!)."

Here are Notes documenting key training and resources mentioned during the webinar.

Thanks,

Karen Robertson  
www.digitalkidsauthor.com

P.S. Here is the link to your other bonus – a video called "How to Create a Brief for your Book App": <https://www.youtube.com/watch?v=UtJH8JHRRuY>

### Who can create a book app?

If you own your digital rights, then you can publish your book as an app. This includes:

- Unpublished manuscripts
- Self-published books
- Out-of-print books (make sure you have illustration and author rights!)
- eBooks
- Proof of concept

### What's the difference between a book app and an eBook?

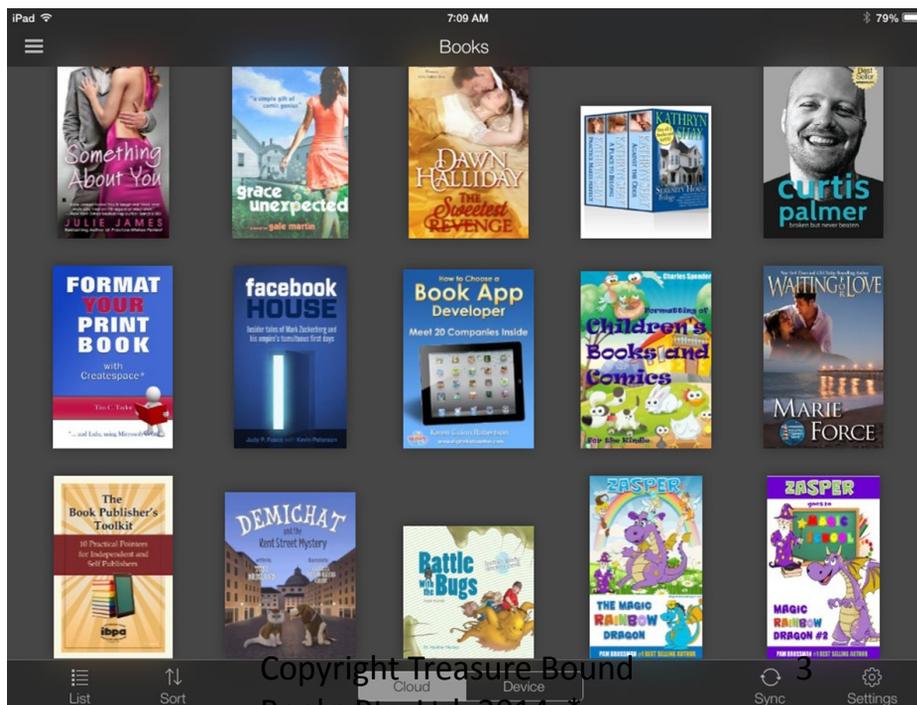
Below is an infographic that book app author, Chris Pedersen put together that gives you a general overview. There is no simple definition that distinguishes the two because the primary differences are in:

- How they are developed/coded/created (for example, ePub for eBooks and coding languages for book apps)
- Where they are sold (iBookstore, Kindle for eBooks and App Stores for book apps) and
- How you read them (You need an e-reader or e-reader app to read an eBook (like Kindle or Nook app). Book apps are an app on their own). See images on the next page.

Both eBooks and Book apps are digital storybooks.



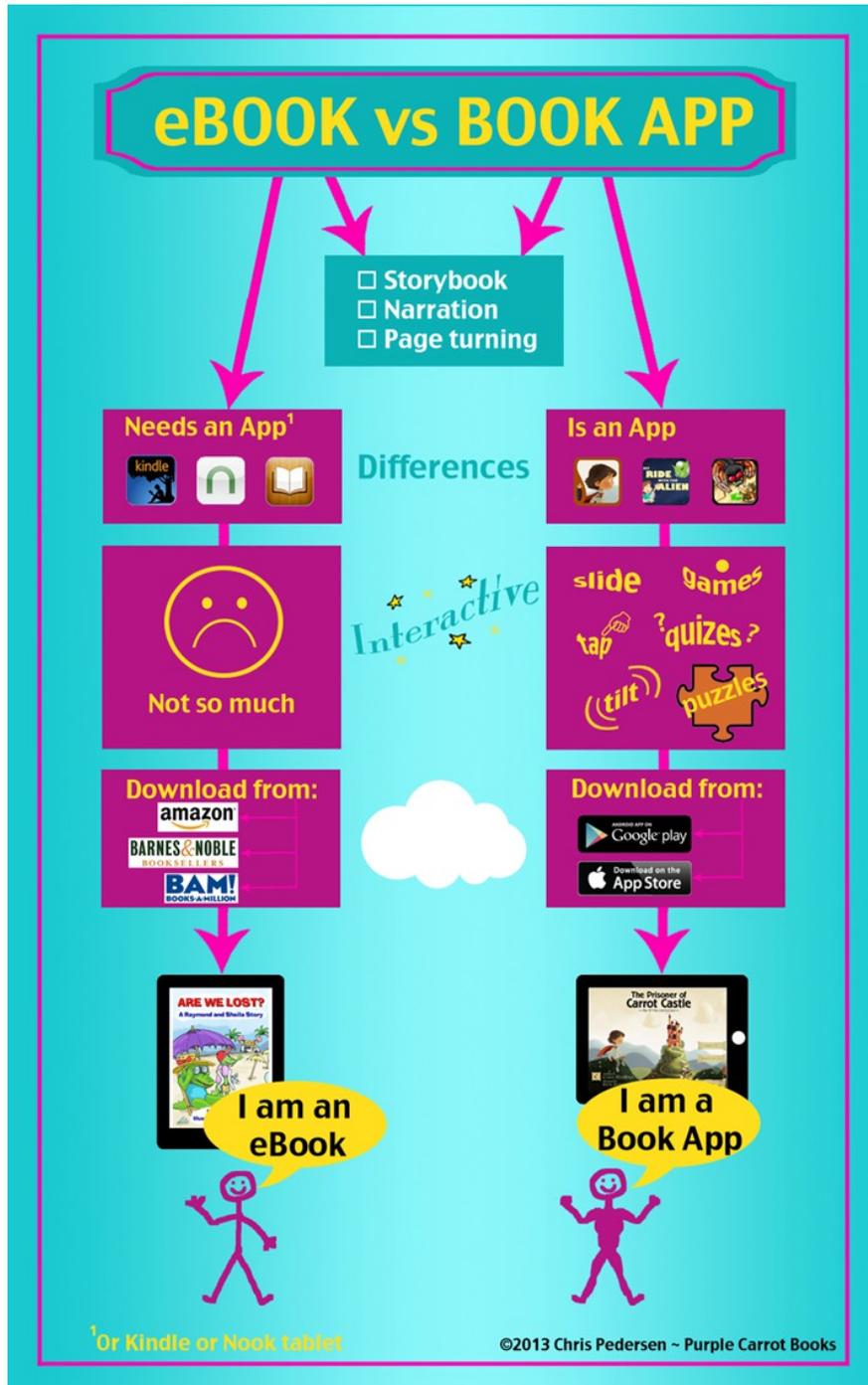
An eBook though, needs to be read within an app of some sort like within the Kindle app, the Nook app or the iBookstore app. (These apps are highlighted in yellow here on my iPad in the image above). So you have to first open your Kindle app and then find you're the book you want to read within the list of books (see 3 children's books on the bottom in the image below).



Book apps sit on their own within a tablet or smartphone and are represented by a symbol called an icon. See my two Treasure Kai apps highlighted in yellow below. They “stand alone” on my iPad so if someone is scrolling through apps, they are reminded about these books because they see the icons.



Both eBooks and Book apps are storybooks that can have narration and page turning. eBooks are not capable the type of interactivity that book apps are. Book apps can use the functionality of the device to bring the reader in to the, can have games, and so much more. eBooks are downloaded from stores like Amazon or Barnes and Noble. Apps are downloaded from the Apple iTunes App Store or an Android store like Google Play. We tend to say that a book app is an eBook on steroids.



## 7 Reasons Why Book Apps are a Game Changer

1. **Creative freedom.** This is one of my favorite things. If you don't want to publish your picture book as 32 pages, you don't have to. You have the freedom to experiment with story length, the amount of text you use, non linear storytelling, sound and so much more. For example, Treasure Kai and the Lost Gold of Shark Island is an example of a nonlinear story. When kids are reading the book, their objective is to find gold. To find it, they randomly open treasure chests to either discover the gold or reveal and adventure story. There are over 10,000 ways to reach treasure.
2. **You can provide content beyond the story.** This is an amazing way to bring a story to life in a much deeper way. One of my favorite apps is called "It's Cool to be Clever." It includes the story of Edson Hendricks, the inventor of the design for the internet and it includes video interviews with him, audio interview with the author, trip reports from important meetings, and so much more.
3. **Proof of concept to secure a publishing deal or agent.** You can publish your book as an app first, show that there is market interest and then secure an agent and/or publishing deal if that's your goal. That's what Julie Hedlund did.
4. **Guaranteed distribution.** If you publish your book as an app, you are guaranteed distribution in the App Store once your app is approved. And you have time to build an audience for it because it won't be taken down.
5. **Sell apps worldwide, effortlessly.**
6. **No Limit as to the number of apps you sell.**
7. **Book App Community** – Facebook groups, StoryAppChat twitter chat ([www.storyappchat.com](http://www.storyappchat.com)) and Book App Alliance ([www.bookappalliance.com](http://www.bookappalliance.com))

## 5 Types of Books that Make Great Apps

8. Picture books
9. Educational books
10. Books with additional content
11. Stories that have a natural interactivity within the narrative, where the story could be gamified
12. Books with multiple voices or languages

Video showing different types of books as apps: <http://youtu.be/qfkHNPdWb80>

Book app review site: Digital Storytime [www.digital-storytime.com](http://www.digital-storytime.com)

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[www.bookappacademy.com](http://www.bookappacademy.com)

## The D.R.E.A.M System

D = Determine your objectives and get educated

R= Review your book and prepare your brief

E = Evaluate developers

A = Assemble your assets

M = Manage your project to completion

## **Resources mentioned:**

### Editing

- Laura Backes – [laura@cbiclubhouse.com](mailto:laura@cbiclubhouse.com)
- Editorial Freelancers Association ([www.the-efa.org](http://www.the-efa.org))

### Illustration

#### Mark Mitchell's "Marks and Splashes" List

Mark Mitchell has a site called "How to Be a Children's Book Illustrator" and he's been teaching his students how to illustrate for children's books for years. He has over 450 student-members from all over the world, many are quite talented and accomplished -- either as illustrators or fine artists and some author-illustrators, too. Some are in art school or are art school grads. Many are members of SCBWI. If you are looking for an illustrator, he has a bulletin board service to help you connect with illustrators who could work on your project.

The way it works is that you complete a form explaining what you are looking for. The link is below. He will then share your submission with his students and if they are interested, they will connect with you. You then correspond directly with the illustrators you are interested in, (you don't have to correspond with all of them), in order to see their portfolios and go from there.

Link to submit your project to illustrators:

<http://www.illustrationcourse.com/illustration-project-matchup-service-marks-and-splashes-group/>

## Narration

Voices 123 – [www.voices123.com](http://www.voices123.com)

## 4 Types of Developer Services

- Do-it-yourself (DIY) tools
- Book app specialist studio
- Non specialist app developer
- Individual you know/independents

## Videos from Book App Academy members

Cyndie Sebourn - <http://youtu.be/De7bUrHcQ30>

Stacey Rayz <http://youtu.be/ivJFPr6fTXY>

Jodi Murphy - <http://youtu.be/ECGF-PS-bzs>

Pablo Curti - [http://youtu.be/ZDnu-\\_A99qI](http://youtu.be/ZDnu-_A99qI)

## Video: “How to Create a Brief for your Book App”

<https://www.youtube.com/watch?v=UtJH8JHRRuY>

Apps I showed on the webinar



“Treasure Kai and the Lost Gold of Shark Island” by Karen Robertson  
<https://itunes.apple.com/us/app/treasure-kai-lost-gold-shark/id418289114?mt=8>



“Treasure Kai and the Seven Cities of Gold” by Karen Robertson  
<https://itunes.apple.com/us/app/treasure-kai-seven-cities/id565841661?mt=8>



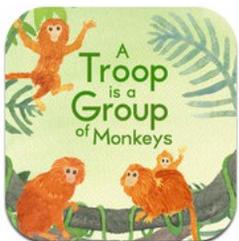
“Zak the Yak with Books on His Back” by John Wood  
<https://itunes.apple.com/us/app/zak-yak-books-on-his-back/id536048688?mt=8>



“It’s Cool to be Clever” Bruce Batchelor  
<https://itunes.apple.com/us/app/cool-to-be-clever-edson-hendricks/id483020515?mt=8>



“Love, the App” Pablo Curti  
<https://itunes.apple.com/us/app/love-the-app/id799708561?mt=8>



“A Troop is a Group of Monkeys” by Julie Hedlund  
<https://itunes.apple.com/us/app/a-troop-is-a-group-of-monkeys/id601767840?mt=8>



“Fey Mouse” by Hazel Edwards

<https://itunes.apple.com/us/app/fey-mouse/id556405272?mt=8>



“Sunbelievable” by Jo Anne Kairys

<https://itunes.apple.com/us/app/sunbelievable-blackfish-bedtime/id578391227?mt=8>



“Smarty Britches:Nouns” by Cyndie Sebourn

<https://itunes.apple.com/us/app/smarty-britches-nouns/id546046418?mt=8>



“Smarty Britches:Verbs” by Cyndie Sebourn

<https://itunes.apple.com/us/app/smarty-britches-verbs/id889619142?mt=8>



“The Turkey Who Forgot How to Gobble” by Alexis Purcell

<https://itunes.apple.com/us/app/turkey-who-forgot-how-to-gobble/id567766441?mt=8>



“Axel’s Chain Reaction” by Allison Polenta

<https://itunes.apple.com/us/app/axels-chain-reaction/id701884884?mt=8>



“The Mighty League Vol 1” by Jodi Murphy

<https://itunes.apple.com/us/app/mighty-league-vol-1-terrible/id688640586?mt=8>



“Mr. Sandman”

<https://itunes.apple.com/us/app/mr.-sandman/id511273529?mt=8>



“A Word’s a Bird” Jeanne de Sainte Marie

<https://itunes.apple.com/us/app/a-words-a-bird/id645849196?mt=8>



“The Prisoner of Carrot Castle” by Chris Pedersen

<https://itunes.apple.com/us/app/the-prisoner-of-carrot-castle/id499981407?mt=8>



“Super Harry’s Rotten Luck” Nina Lim

<https://itunes.apple.com/us/app/super-harry-hd/id504334647?mt=8>



“Dracula’s Guest” Di CiPollo

<https://itunes.apple.com/us/app/draculas-guest-interactive/id478167206?mt=8>



“Brush of Truth” Julie Landry Laviolette

<https://itunes.apple.com/us/app/brush-of-truth/id500563146?mt=8>



“The Snow Queen Musical” Laura Watkins

<https://itunes.apple.com/us/app/snow-queen-musical-childrens/id520726729?mt=8>



“Kung Fu Robot” Jason Bays

<https://itunes.apple.com/us/app/kung-fu-robot/id650029392?mt=8>

### Other Apps to Look At from Book App Alliance Board Members



“The Day I Became a Pirate” by Cary Snowden

<https://itunes.apple.com/us/app/day-i-became-pirate-interactive/id523474692?mt=8>



“My Ride with the Alien” by Cary Snowden

<https://itunes.apple.com/us/app/my-ride-alien-educational/id646799374?mt=8>



“Axe’s Monster Fest ” by Michelle Anaya

<https://itunes.apple.com/us/app/axes-monster-fest/id671916311?mt=8>



“Grendel’s Great Escape” by Michelle Anaya

<https://itunes.apple.com/us/app/grendels-great-escape/id585972636?mt=8>



“Penelope the Purple Pirate” by Melissa Northway

<https://itunes.apple.com/us/app/penelope-the-purple-pirate/id413515760?mt=8>

# Book App Academy

Welcome Book App Academy  
Members

Module 1 – Context

Module 1.1 D-R-E-A-M System

Module 2 – Your Brief

Module 3 – Your Assets

Module 4 – Find a Developer

Module 5 – The Numbers

Module 6 – The Legals

Module 7 – Manage Your Project

Resources

App Examples

Bonuses

the Book App Academy

App Academy



Context