August 2019

How To: The Author Portal

Training Manual for Incoming Authors

rĀthe

Welcome to rĀthe!

rĀthe is the new, innovative way for authors to sell (and get "fairly compensated" for their work). We are very excited and honored that you have decided to share you stories on rĀthe. This training manual will teach you how to use the Author Portal, the heart of your business where you have control over your content, sales, and author branding.
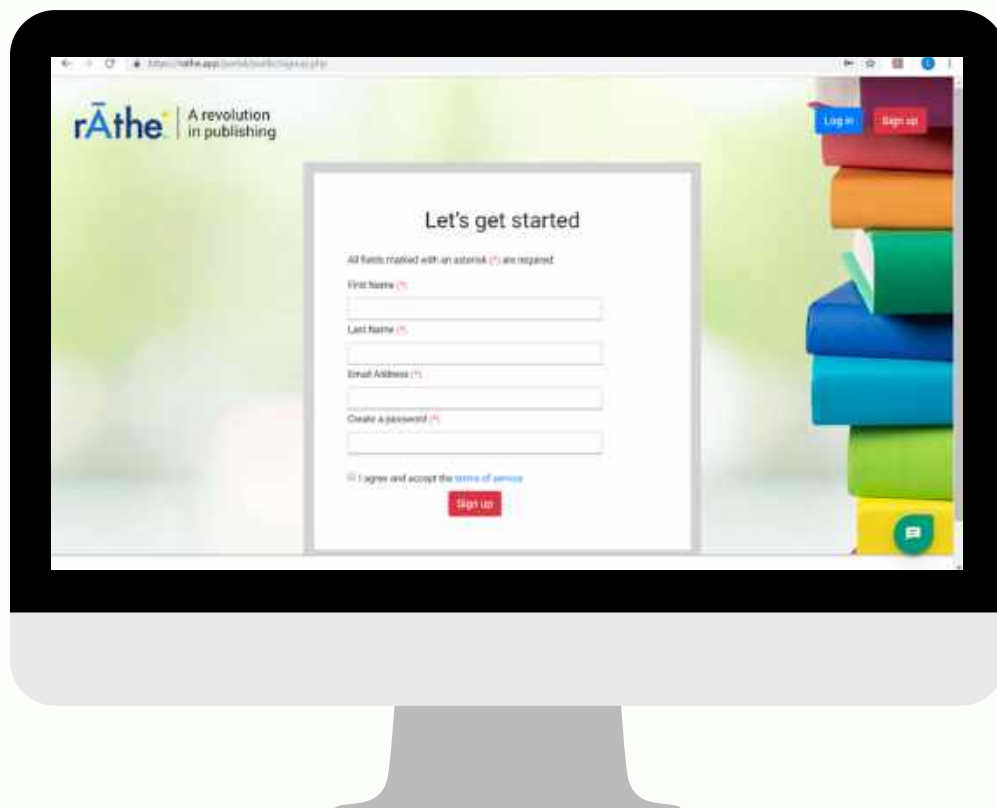
To use the portal, you will need to sign-up for an account. You can do so by clicking the red icon in the right-hand corner.
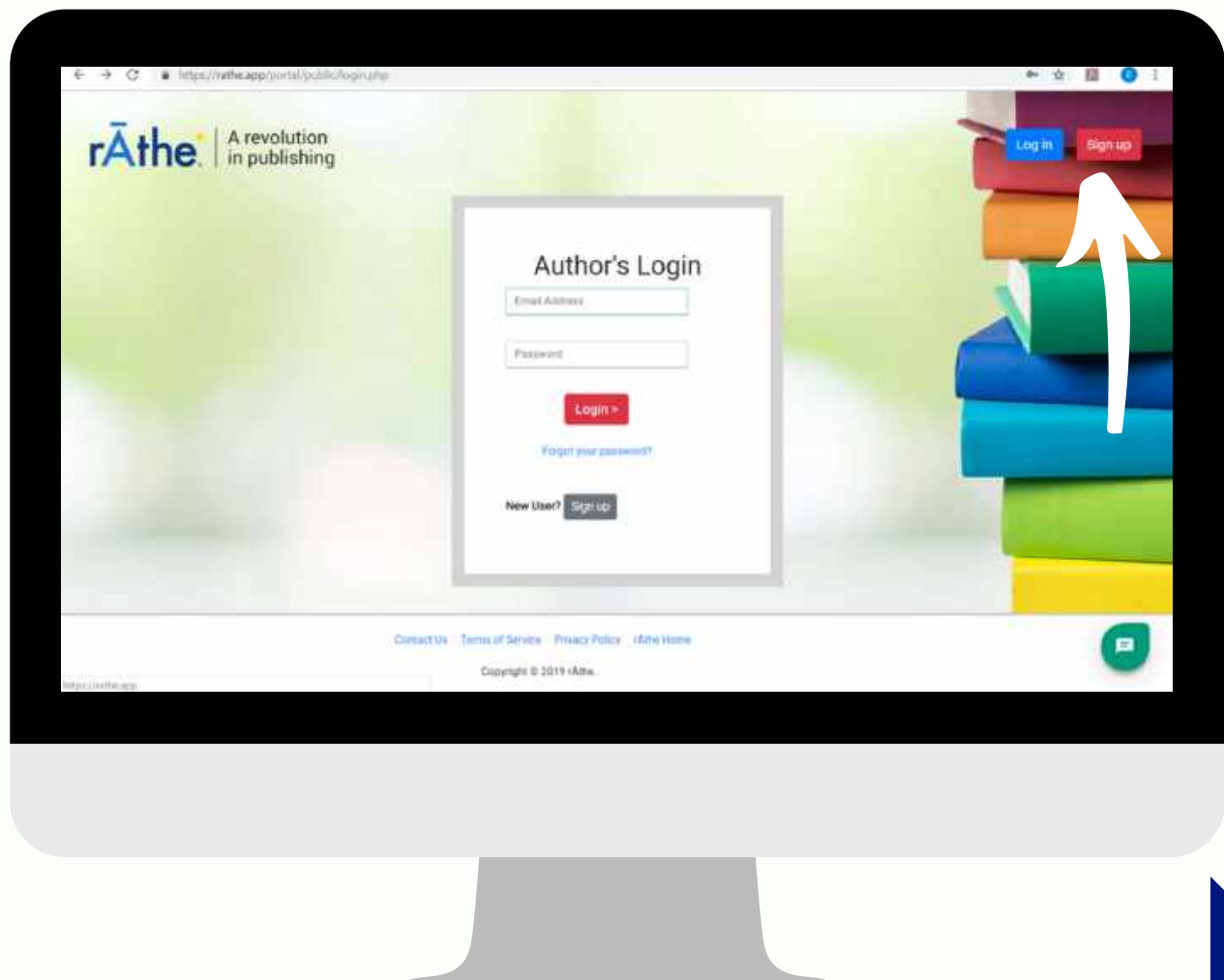
Sign-Up With rĀthe

*To sign up with rĀthe, the following items are required:*

- Legal First Name
- Legal Last Name
- Email Address
- Strong Password
- Agree to Accept the Terms of Service

When you are finishing inputting the information, press "Sign-Up." Within five minutes, you will receive an email at the address provided to activate your account. Once you have clicked on a link sent to your email to verify you are a real person you will come into the system at **Account Set Up.**
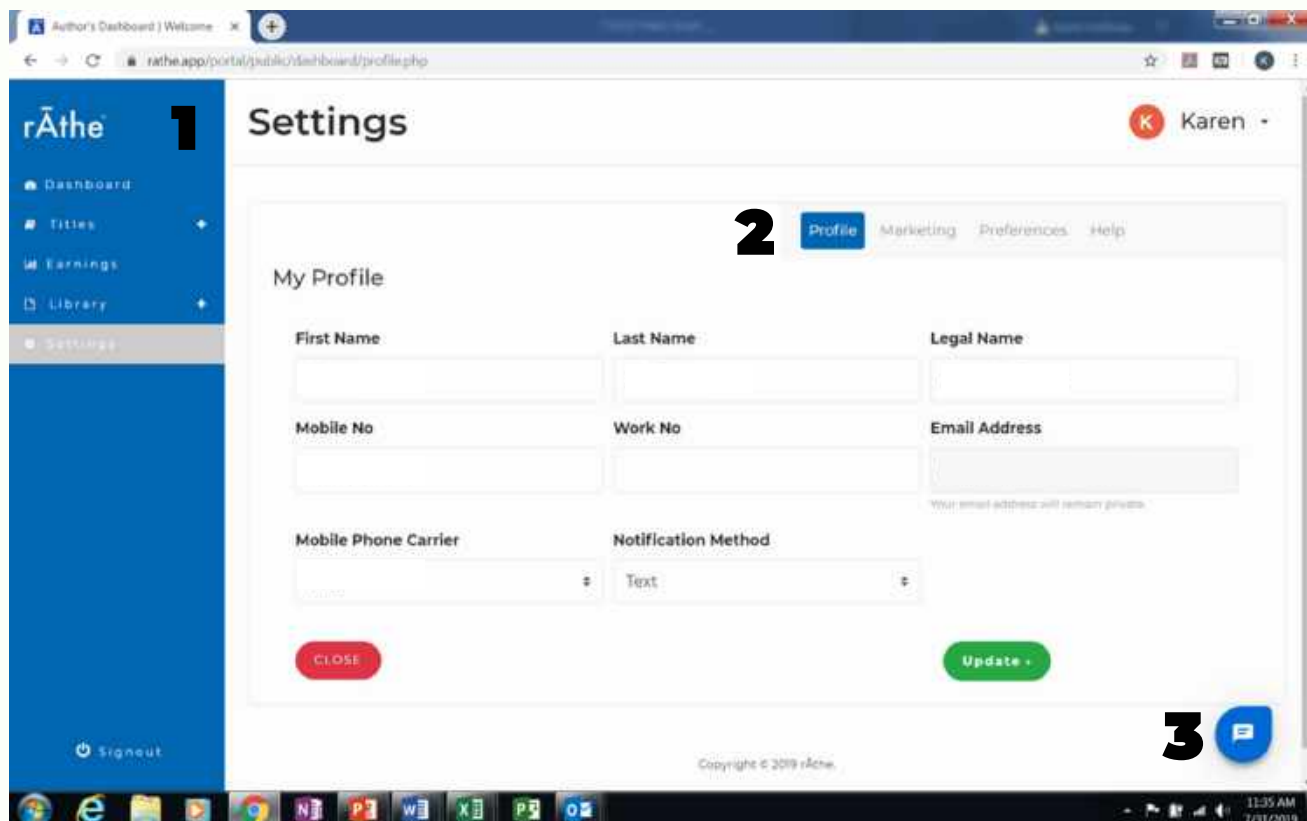
Account Set-Up

Creating Your Brand on rĀthe!
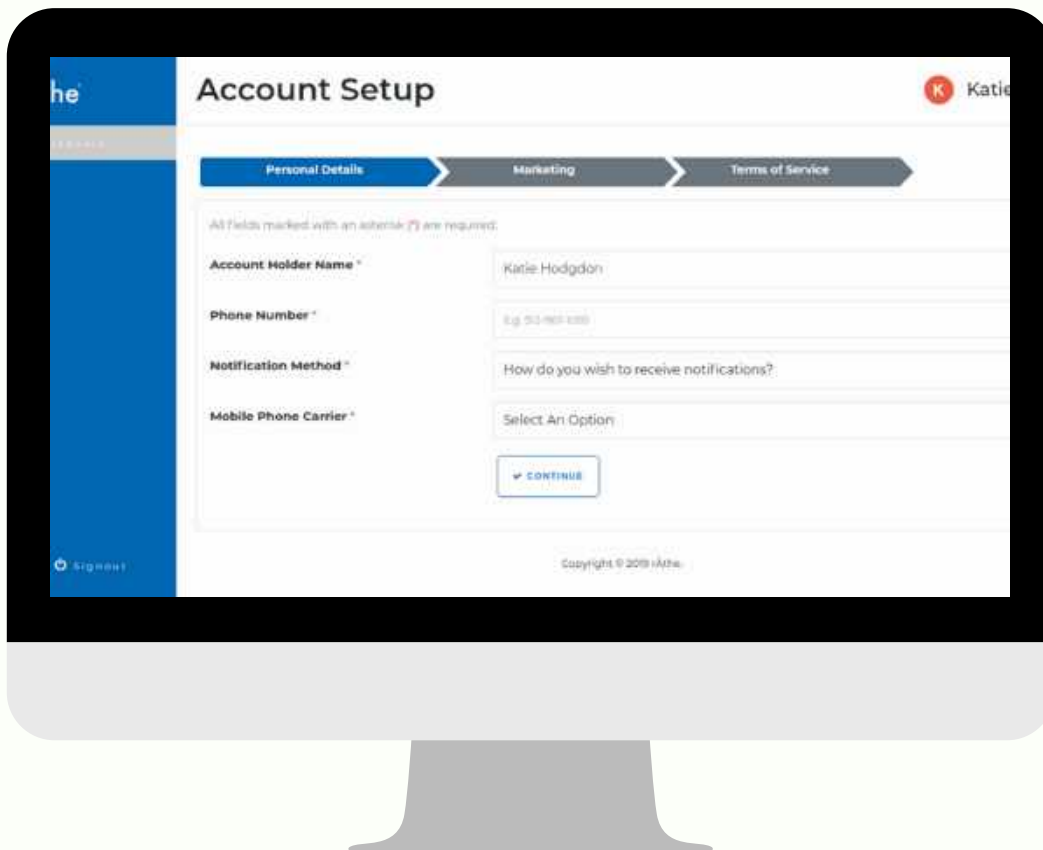
When your first get into your account, it will already have your First and Last Name inputted into the system. You will be asked to add your phone number, how you want us to reach you, and who your mobile phone carrier is. That last part is for version 2 when we will release the app on Android.

Account Set-Up

Let's familiarize ourselves with the workspace

1) **Main Menu** - is here on the left side in the blue column
2) **Shortcuts** - is in the right top corner under your name
3) **Interactive Help** - is this blue bubble in the bottom right corner

Main Menu

Charles Dickens (1812-1870)

"The most important thing in life is to stop saying 'I wish' and start saying 'I will'."

There are five sections to the main menu, each which serves a different function:

1   **Dashboard** — The heart of your rĀthe business. This is the Home Page of your account when you first log in

2   **Title** — Everything related to the distribution and marketing of book/ novella/ or short story

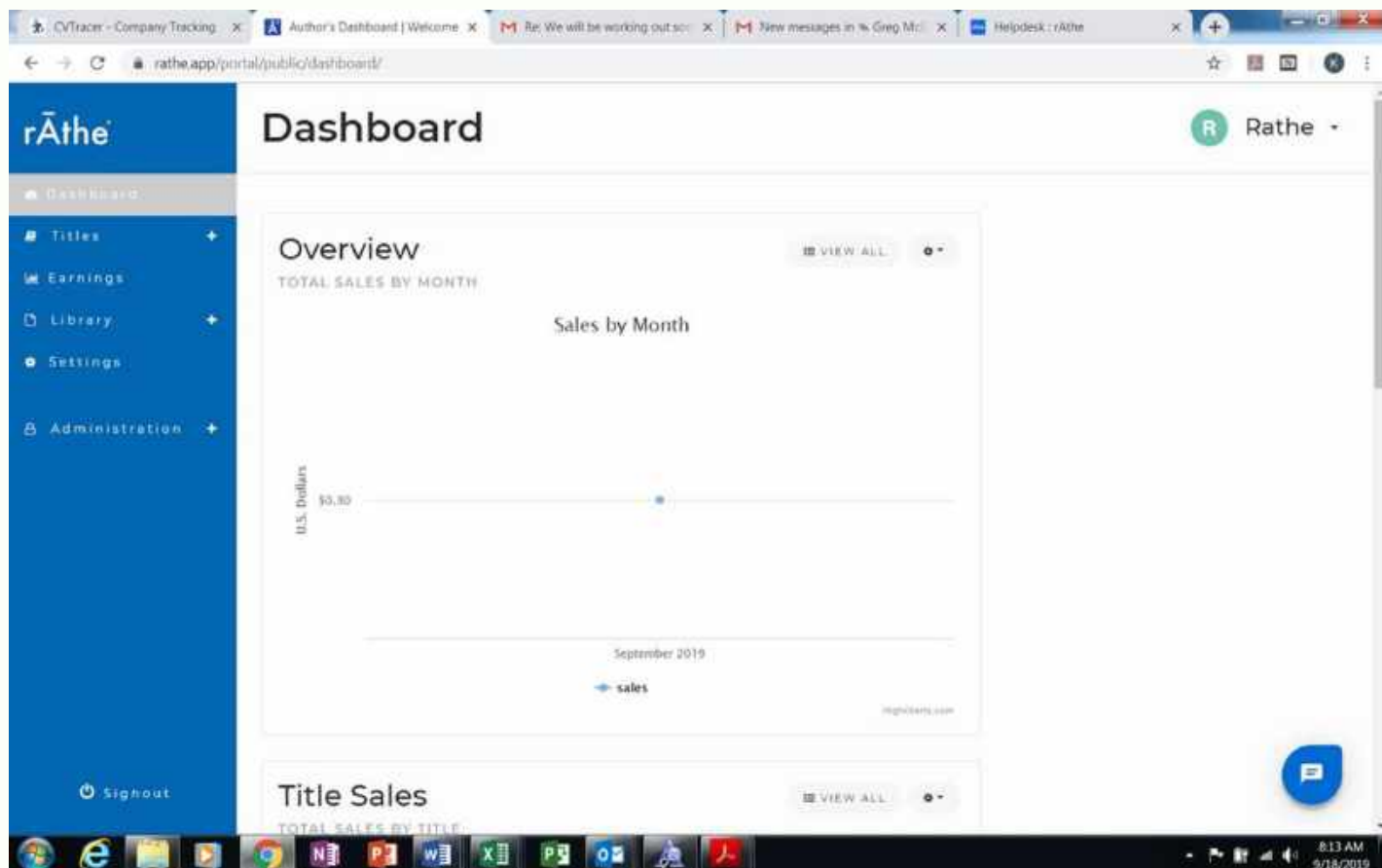**3**   **Earnings** —A display of your earnings and sale thus far on rĀthe

4   **Library** —The display of on the rĀthe.app website of your current Titles in the mobile app

5   **Settings** —The place for you to change/edit your contact info should you need to, phone number, email, mobile phone carrier

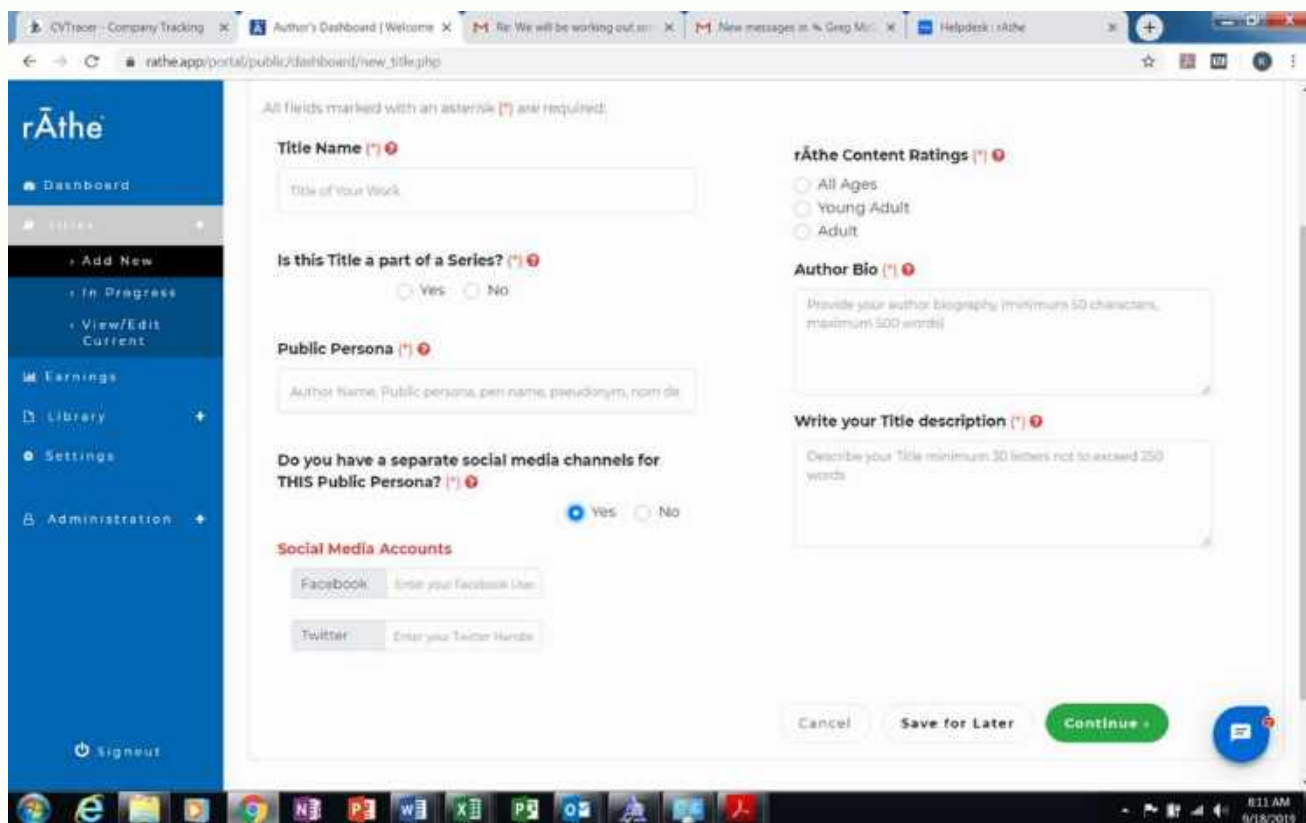# Dashboard

The heart of your business!

The Dashboard is a picture of the health of your rĀthe business activities!

The graph shows you real-time information about your specific Title Sales and what Episodes are selling the most. This will help you to make the best decisions for your Title, like which Episodes you want to spend time promoting more.

Title

This is what we came here to do - - load our content!

To load a Title, click on "Title," then click "Add New."

I want to call your attention to the little red question marks next to the asterisks. If you click on that red question mark you will get information about that particular field we are asking you to complete. Fill out all the required information which is marked with a red asterisk (*). When you have filled out the information in the text field, a green checkmark will appear.

Let's look at these buttons or bars at the bottom of your screen.

Starting from the left, you see Cancel, Save for Later, and Continue. These buttons will do slightly different things depending on which section you are in:

- **Cancel** — Cancel in this section will reset the form
- **Save for Later** — Saves your work
- **Continue** — Continues to the next page

A note on Continue. You will be unable to "Continue" until you complete the required sections. The ones with the red asterisk (*)**.**

The Green Checkmarks mean only that you have fulfilled the requirement to move forward. *It does not mean the system has saved it!* You must either click on **Save for Later** or **Continue** in order to save your work.

We can now choose to **Click Save for Later** OR **Click on Continue.**

When you save, a green message appears. It's like a secret message "Current progress was successfully saved." This way if you need to run errands, pick up the kids, or make dinner, you will be able to come back to your work.

When you come back, go back to Title and click "In Progress." Your progress will be right there waiting for you!

As you continue, a button for Previous will also appear to go back to the previous page. If you need to go back to that page, for some reason. Never fear. You always can.

Story Type

We offer three story types to categorize your Title: **Short Story, Novella, and Novel/Memoir**. You are free to choose which ever type you want, but here are some guidelines to help differentiate.

Short Story: Typically 7500 words or less
Novella: Between 7500-17,5000 words
Novel/Memoir: 17,500 words or more

Social Media for Multiple Personas

At rĀthe we are interested in helping the author with their business and promotion. As well as adding your own author account, we offer the opportunity to add social media accounts for different author or character personas.

Go to the URLs for your Facebook and/or Twitter pages associated with the Title you are uploading, and copy & paste.

THE AUTHOR PORTAL

Author Bio and Title Description

Author Bio and Title Description can help Readers to find you, as well as learn about you as an Author. The Author Bio and Title Description must be between 30 letters to 500 words. Remember, this is the promotional portion of your Title, so feel free to be creative and amp yourself up! If you need some help, we have a list of key words to inspire you. **Keywords can be found on Page 24.**

Uploading Documents

Do you have a Complete Volume in ePub and MOBI (with page #s and Table) of this Title?

Complete Volume

A Complete Volume is an additional sales option you can offer through the mobile app intended for another device (iPad/Kindle). It is the entire work including Table of Contents, page numbers, Dedications, Acknowledgements and Story. This is NOT the story asset that rĀthe will use to create your 625-word Episodes that will appear in sequence for the mobile app user. Episodes are created from an author provided file in one of the following required formats PDF, DOC, DOCX or RTF. That story asset file requires there be NO Acknowledgement, Dedication, Table of Contents, and page numbers present for Episodes to be created properly.

What Does This Mean?

Complete Volume vs. Episodes

What this means is rĀthe is stories, a little at a time to be consumed on a mobile phone (iPhones 5s or later for version 1).

However we also want to give mobile app users the option to purchase (and you the author the option to sell) the electronic version of the entire book, novella, or short story for use on another device. Maybe they are going on vacation?

We are talking about iPad and Kindle. ePub is iPad, Mobi is Kindle.

 rĀthe, our system, needs only the story (story asset), nothing else!

No page numbers, no Table of Contents, no Dedications, Acknowledgments. Just the story in order for the formatting to work.

Chapter Titles, Headings and Sub headings are accommodated as are compound sentences in rĀthe. However eReaders (iPad and Kindle) are a different animal. Users expect what they are used to, which is ALL of the contents.

Let's Say You Have A Complete Volume!

Now we see 2 more things appear on the page!

Add this Title in complete volume - ePub (3MB Max)
Add this Title in complete volume - Mobi (3MB Max)

Upload those files!

THE AUTHOR PORTAL

But What If I Don't Have One?

That's totally fine! But if you want a complete volume, rĀthe can make it for you!

Just click on "Yes" to have rĀthe create both an ePub and MOBI version to sell in the app.   Next, upload your entire work including Table of Contents, page numbers, Dedications, Acknowledgements and story in one of the following file formats PDF, DOC, DOCX, or RTF.

Other Title Details

Is your Title available in Print?

rĀthe will advertise content (books) that are available as a free service to our Authors. If your work is available in print, you will be asked to enter the online URL where mobile app users can affect a purchase of your work. We don't sell physical goods i.e. printed materials. But we will advertise them for you AND we will bring the customer to your front door. If that door is online. URL is an online door.

So if they are only in your spare bedroom, we can't help you there. Amazon, no problem. Your own website, brick and mortar website, absolutely.

The other thing about this added feature, and we personally think it is a big one. You don't share revenue on in print sales with rĀthe. That is between you and the mobile app users.

If you click "Yes" a new text field will pop-up asking for the URL.

Select the retail price for your complete volume

Apple requires all prices be set within their Tiered pricing structure. Choose the retail sales price to the mobile app user you wish to offer your electronic versions of your Complete Volume from inside the rĀthe mobile app (in print pricing is not reflected inside the mobile app).

You will be setting the retail price of our electronic version of book/novella or short story for for iPad or Kindle. **You only have 1 price for both**. Click on the dropdown menu to determine your price.

Cover Art & Author Image

Cover Art and Author Images must be in one of the following file formats: jpeg, jpg and png. The size must be sized to meet 150 x 150 pixels. You may use this image size modifier to size your images to meet our specification: **https://www.iloveimg.com/resize-image**. You may want to use an online generator such as Canva **https://www.canva.com/templates/book-covers**.

Images uploaded into rĀthe for Cover Art and Author Image are subject to our Terms of Service. By uploading an image for your Cover Art or Author Image you affirm that you own or have all necessary licenses, rights, consents, and permissions to use and submit to us the images and to authorize us to use the images as expressed in our Terms of Service.
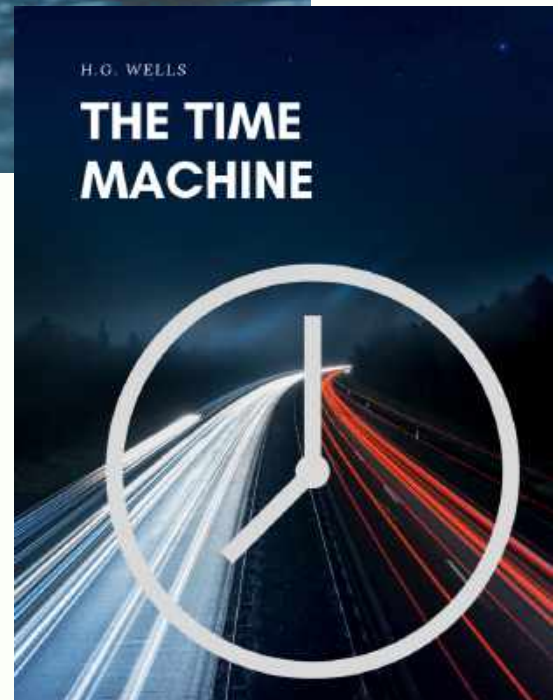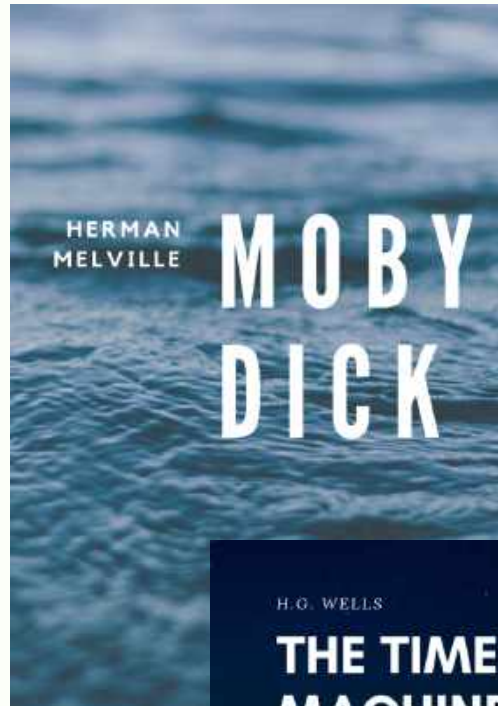
Uploading the Story Asset
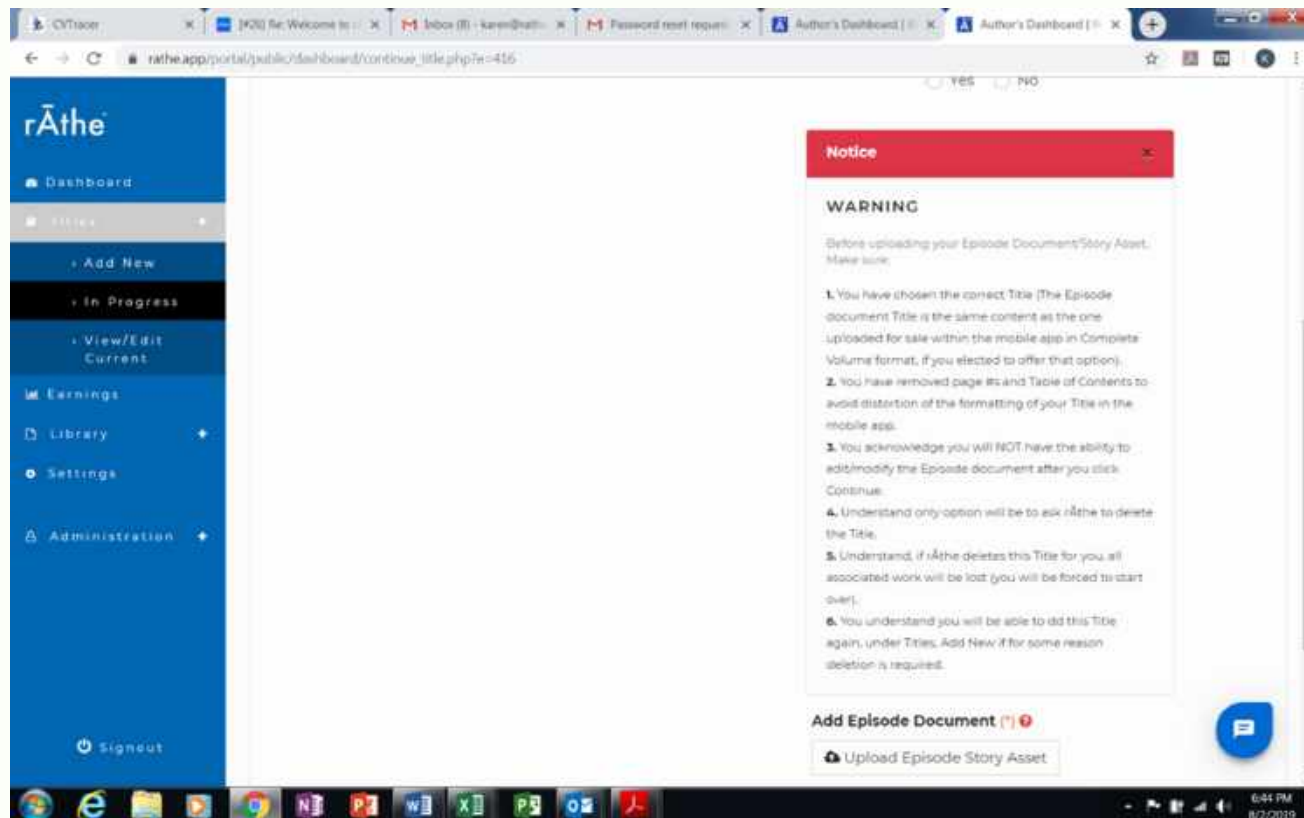
Okay, now here is where it gets real. There is a warning and everything.

The Episode Document is what is used in the mobile app. We call each 625 word installment of your story an "episode".

An Episode Document is your Title/story **without page numbers, Table, Acknowledgement, Dedication**. The story itself ONLY in PDF, DOC, DOCX or RTF format. This file is what rĀthe uses to create your Episodes for the mobile app.

IMPORTANT!

Before uploading your Episode Document/Story Asset, Make sure:

1 You have **chosen the correct Title.** The Episode document Title is the same content as the one uploaded for sale within the mobile app in Complete Volume format, if you elected to offer that option.

2 You have **removed** page #s and Table of Contents to avoid distortion of the formatting of your Title in the mobile app.

3 You acknowledge y**ou will NOT have the ability to edit/modify the Episode document after you click Continue**.

4 Understand that if **you want to edit**, your only option will be to ask rĀthe to delete the Title.

5 Understand, if rĀthe deletes this Title for you, all associated work will be lost (**you will be forced to start over**).

6 You understand **you will be able to dd this Title again**, under Titles, "Add New" if for some reason deletion is required.

If you understand these statements, and have removed page numbers, Table, Acknowledgement, and Dedication, then upload your PDF, DOC, DOCX or RTF document.

THE AUTHOR PORTAL

Search Optimization

Search Optimization is for both the web and the mobile app!

It is how we have designed the system for people to locate your work on the web and drive eyes to the app to sell your words. It is how mobile app users will find your story by Category or **Magic Words**.

The Hook line does double duty both inside the mobile app and on the rAthe website Library.

Search Array is a pinpoint of YOUR specific story.

Acknowledgments/Dedications live only in the rĀthe.app website Library.

Magic Words

Our classification methodology replaces what we believe is an outdated premise of genre which is too narrow for the complexity of the demand of readers and the stores of modern era.   Our Magic Words will make your stories visible to mobile app users who would not have seen them before making it within their purview because of a ubiquitous emotion or a word that reminds them of a familiar genre. You can tag your work to up to 6 Magic Words to in which to classify the tenor of the content of your story.

Below are the magic words, you can choose from:

Fun, Surprise, Hope, Romance, Learning, Escape, Passion, History, Fantasy, Inspiration, Fright, Soul, Adventure

The Hook Line

A hook line is a 100-character sign that says "Read Me" that will appear near the Episode and cover art icon to entice readers to get drawn into your story.   Your hook line will also appear in the rĀthe.app website Library. You are encouraged to use as many of the rĀthe Magic Words or associated SEO words or phrases to maximize the visibility within the analytics used to find things on the web.

- It is used to market your story on the web to drive interest back to the Title Description in the rĀthe Library and ultimately to the mobile app

- It is also appears near your Cover Art inside the mobile app to entice readers to read your story.
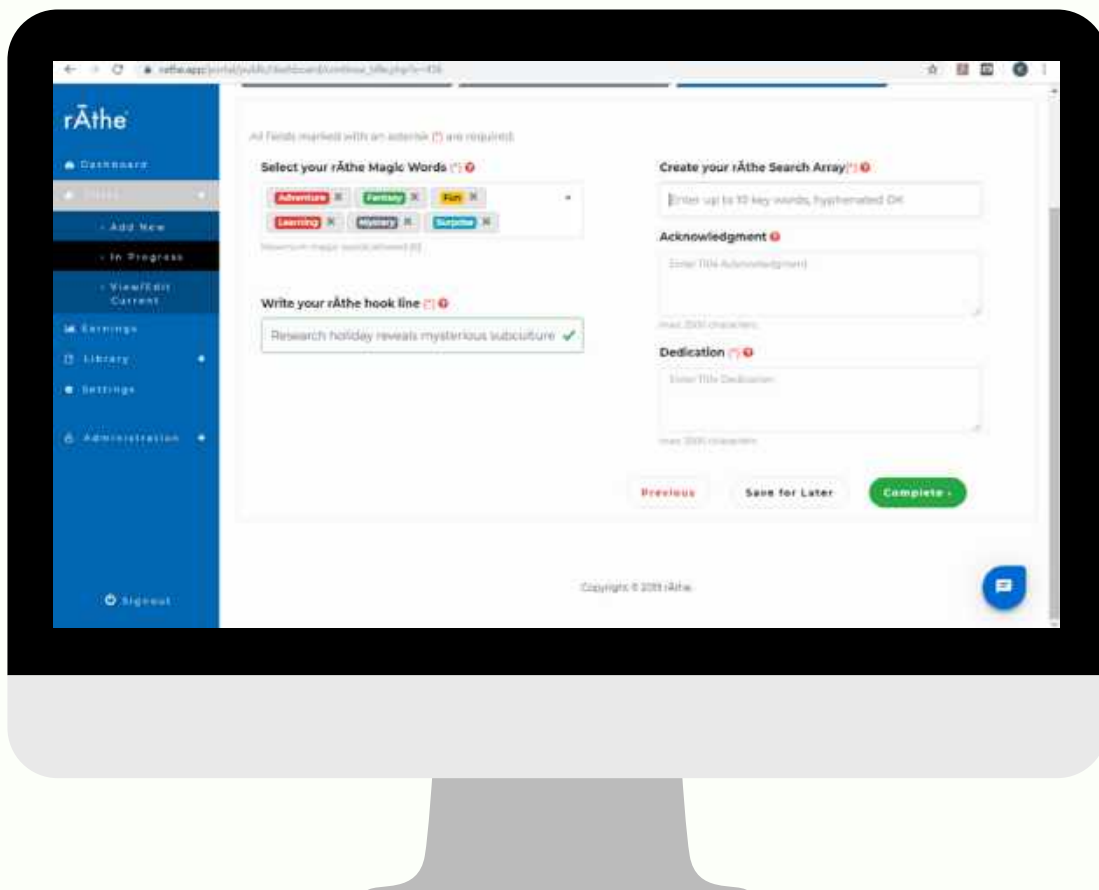
Words To Help You Write Your Hook line

Fun
Fun books
Humor
Funny Story
Jokes
Fun Tales
Science Fiction
Subculture

Learning
Educational
Lessons
How to
Knowledge
Research
Biography
Autobiography
Knowledge-based

Fantasy
Magical
Quest
Supernatural
Fairytale
Fantasy stories
Fantasy books

Adventure
Adventure books
Action adventure
Adventure stories
Adventure novels

Surprise
Unpredictable
Surprise Ending
Story with a twist
Shock

Escape
Escape reality
Beat the winter blues
Lost in a book
Liberating
Fadeout
Science Fiction
Subculture

Inspiration
Inspiring books
Inspirational stories
Discovery
Point of View
Overcoming Obstacles

You
Self help
Personal grown
Self-development
Self-improvement

Hope
Feel good books
Self help
Wishes
Dreams
Encouragement

Passion
Motivation
Inspiration
Finding Your Purpose
Life Purpose
Devotion
Love

Fright
Scary story
Scary book
Scary books
Scary stories
Horror stories
Horror books
Horror novel
Horror novels

Mystery
Mystery book
Mystery stories
Crime novels
Suspense stories
Romantic suspense
Hard boiled mysteries
Cozies

Romance
Relationship
Dating
Pure romance
Romance novels
Historical Romance
Love

History
Black history
Historical figures
World history
Historical romance
Western
History buff
Historical
Biography
Autobiography

Soul
Spiritual books
Religious books
Christian books
Soul books
Deep books
Buddhist books

Search Array

Help Readers To Find Your Story Beyond the Magic Words

The 10-word search array that will pinpoint common elements of interest of your story and assist users in finding what they are shopping for in a story. Make sure to include the Author's last name, time-period, basic plot or story arc, the setting, a main word from the title, and a descriptor of your main character.

To help, here is the format we use for the Title **"Fishing for Clues in the Old Towne"**

- Include a main word from the Title: Clue

- Authors Last Name: Drew

- Descriptor of your character: Teen sleuth

- Define your story's time-period. You can use a year or a word: 1950's

- Define your story's basic plot or story arc. Defining a long story in a couple of words isn't easy, but you are the expert about your book: County Fair

- Define your story's setting. Where the story takes place or begins: Seaside vacation

- Your story's rĀthe Content Rating: YA
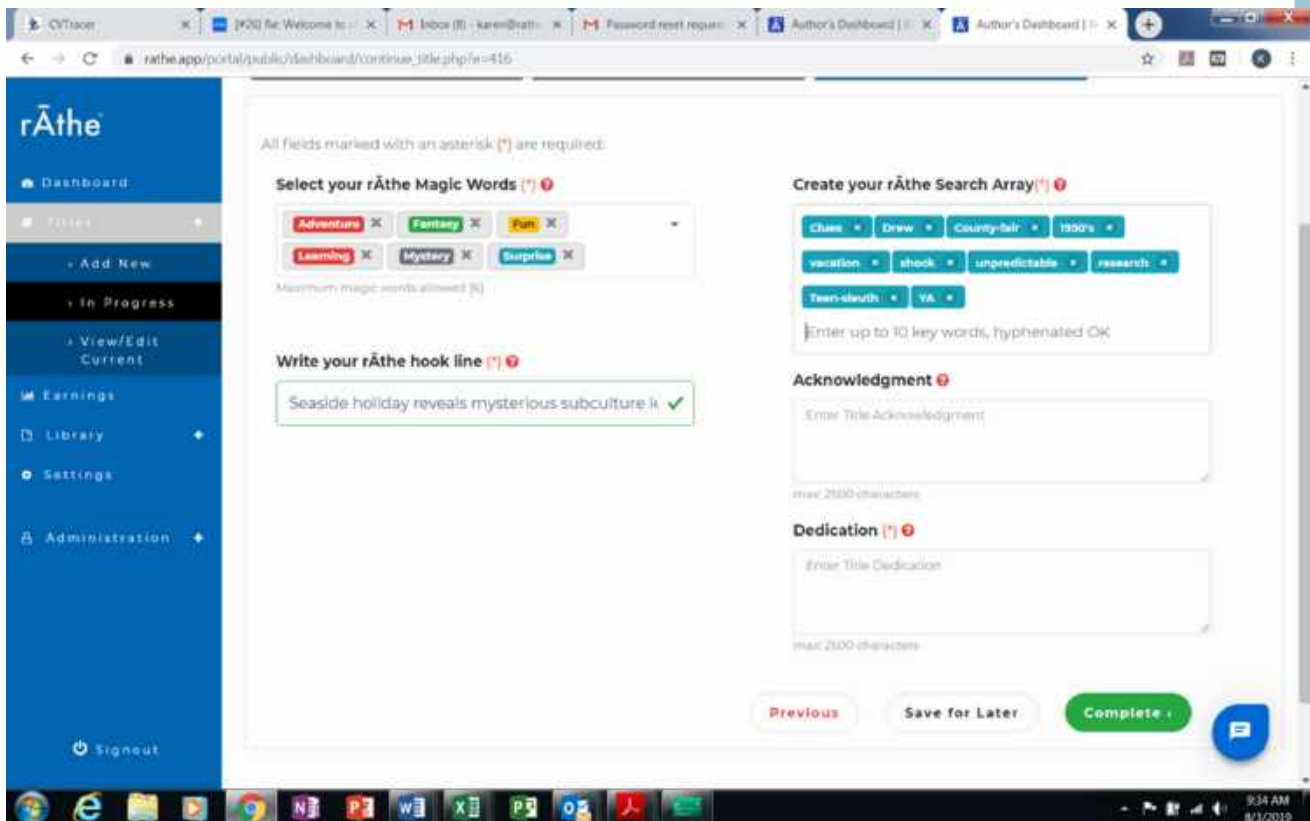
Adding those words to your rÃthe Search Array should look like this:

Clues, Drew, Teen-Sleuth, 1950s, County-Fair, Seaside-Vacation, YA

If you have room, go back and pick up any words that you didn't use in you hook line and add those. We added: Shock, unpredictable, research

Here is a tip. Hyphenate where you can. It will give you more reach. Teen-Sleuth bought us another slot!

Acknowledgements & Dedications

The Final Stretch!

Acknowledgement - Statements of indebtedness or acknowledgments consist of no more than 2500 characters (approx. 450 words) and are displayed in the rĀthe.app Library along with the Author's Bio, Photo, and Title description.

Dedication - Honors or dedications for a specific Title consist of no more than 2500 characters (approx. 450 words) and are displayed in the rAthe.app Library along with the Author's Bio, Photo, and Title description.

Complete!

Did you double check?? Triple check??? QUADRUPLE CHECK????

If so, it is time to click on the green button that says "Complete." **Congratulations!** Your book is now in the rĀthe Library System!

If you do not see your book in the Library, do not worry. It takes about four hours for our system to parse your document for Episodes. Rest assured, you're in!

Shortcuts

Maintaining Control of Your Business in Settings

Profile & Preferences

This is a shortcut to allow you to edit things in your Settings like your email address or your phone number. These all the items that you filled out when you first logged into your account.

Account

Account is where you can update and change your banking information, including institution, routing number, and account type. Having the most up-to-date banking information helps to ensure you getting paid for your hard work.

Marketing

This is where you can change your Marketing Information: Website, Blog, and Social Media.

We are working on changing the Blog portion of this as we speak right now, you can enter Blog post that will land on the website. When it is complete : It will display https://rathe.app/portal/public/blog.php/yourname you will have your own dedicated blog space on our website. If we happen to have Authors with the same name it will be iterative

Help

If you are every stuck or confused during the process, you can always click on "Help." This will take you to our Help portal which will help you locate the answer to any question you may have (as long as it's related to rĀthe...we are well-read, but we don't know everything).

Speaking Of Help?

Meet Webster!
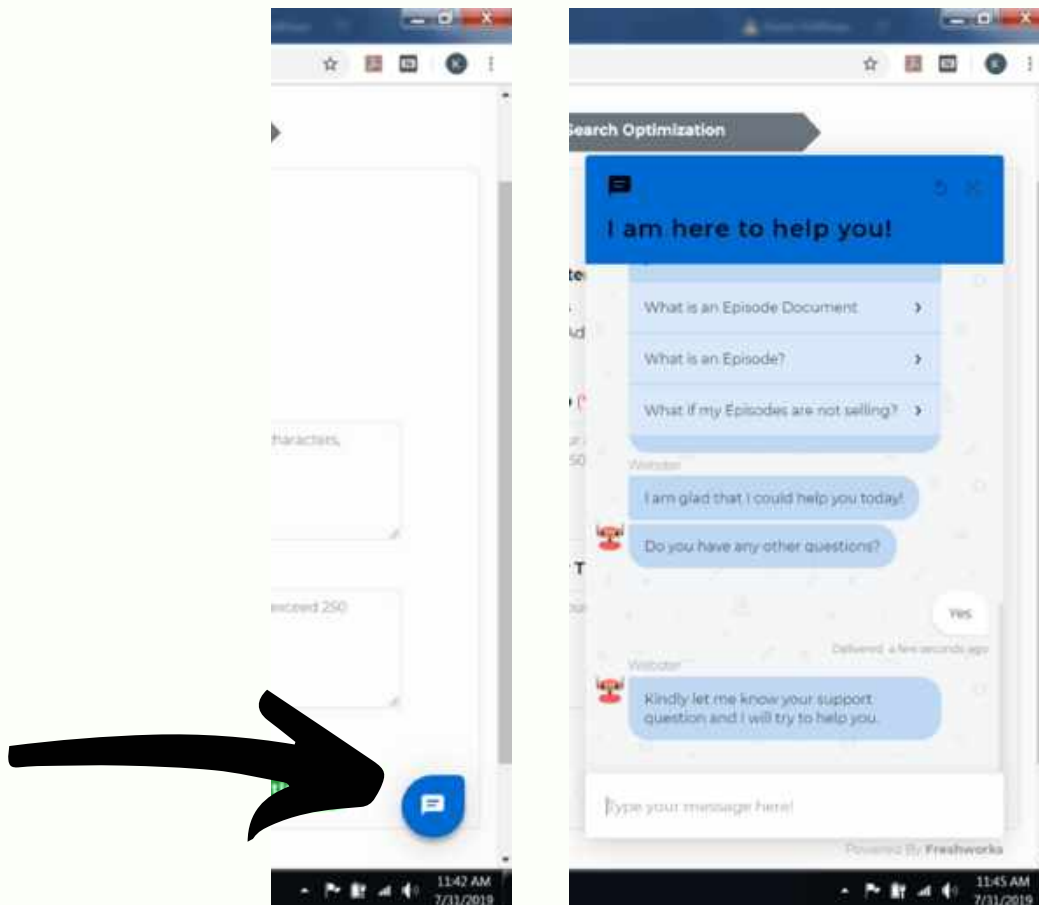
Webster is our AI help bot which has access to our knowledge-base or FAQs, meaning you can ask questions without having to navigate to the Help portal. Webster resides in the blue bubble in the right bottom corner of every page on the rĀthe.app website. Click on it, and it will open this big window on the side of your screen. To exit out, click on the black X in the blue bar just under Search Optimization. Webster will go back to their bubble.

If you have any more questions, feel free to email us!

support@rathe.app

f @rathebooks

🐦 @AppRathe

📷 @rathebooks

in company/rathe