

Key Elements of Publishing With THiNKaha

- **Revenue:**
 - Kindle, paperback, and hardcover books are for sale. You receive 51% of profit (net revenue received less the printing cost of physical books and a 5% transaction fee) quarterly. Some authors donate their profit to charity.
 - AHAtat is free to use, free to share, so no revenue from the AHAtat platform.
- **Your Cost for Additional Books:**
 - Paperback: \$10/copy (1-49), \$7.95/copy (50-499), \$5.95/copy (500-2000).
 - Hardcover: \$15/copy (1-49), \$12.95/copy (50-499), \$9.95/copy (500-2000).
NOTE: Profit from your author purchases are included in the profit split.
- **Retail Price:**
 - Kindle: \$0.99 for first 90 days, then \$4.99.
Paperback: \$19.95, Hardcover: \$24.95.
- **Copyright:**
 - You own the copyright.
- **Publisher:**
 - AHAtat is the platform, THiNKaha is the publishing entity that curates the content for AHAtat and publishes the books in PDF, Kindle, paperback, and hardcover formats.



Hey,
Did You
AHAthat™?

Want to Target Another Market? It's Easy With AHAtthat!

- **Create Targeted Books:**
 - As you have more than one customer avatar, you should have more than one book.
 - Take your existing AHAbook and modify the target market and pain point being addressed.
 - Imagine changing the focus of this book from “NetSuite” to “Salesforce.”
- **For \$1,750, You Can:**
 - Change the cover.
 - Change interior content.
 - Secure a new person to work with for the foreword.
 - Add/change authors.
 - Have distribution everywhere.
 - Support another non-profit with your cause marketing.
- **NOTE:** The cost/book follows the cost structure on the previous page.

