

# Readfeed

READFEED FOR AUTHORS & PUBLISHERS

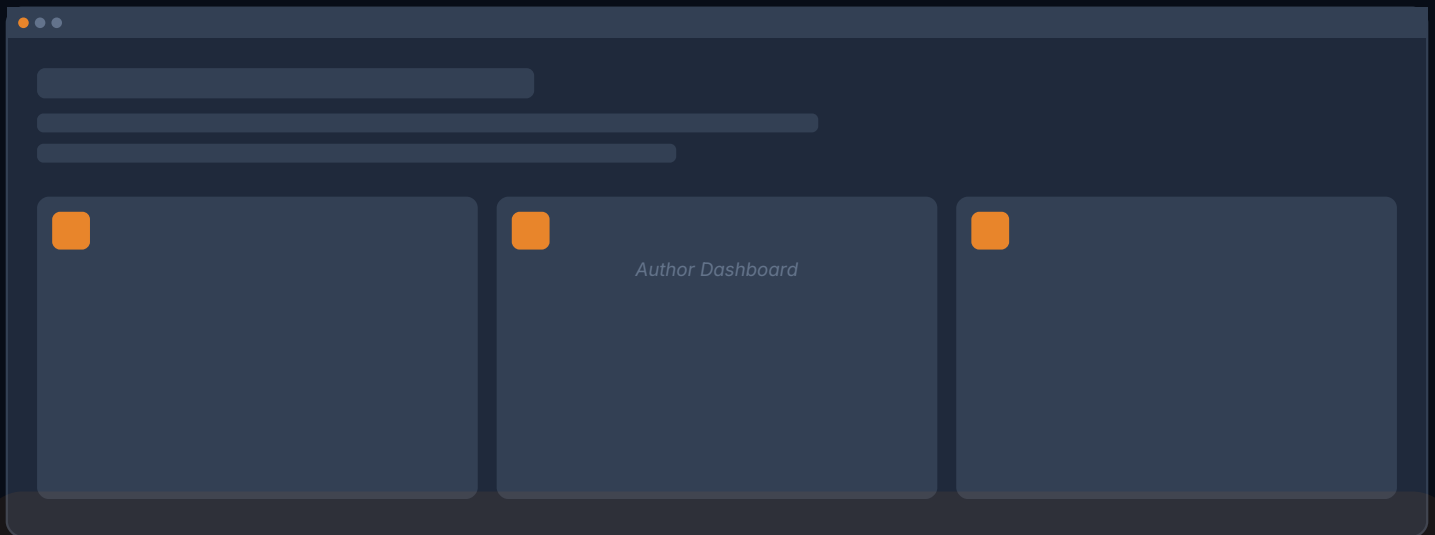
OWNED AUDIENCE

DIRECT REVENUE

BOOK-NATIVE COMMUNITY

## The author platform built around the book — not the algorithm.

For authors building a direct readership. For publishers running campaigns across a roster.



### One workspace

Replaces Calendly, Zoom, Mailchimp, Shopify, Patreon, and Goodreads-Author with a single integrated console.

### Audience portability

Subscribers, Q&A history, gift relationships, and clubs all live with the author. Exportable. Yours.

### Direct monetization

Signed copies, reader gifts, and Stripe Connect payouts — revenue that doesn't exist in the wholesale/royalty model.

## WHY READFEED IS DIFFERENT

# Why Readfeed is structurally different

Existing tools ask authors to choose between commerce, community, audience, or analytics. Readfeed unifies all four — natively wired to the book.

PLATFORM	WHAT IT GIVES YOU	WHAT'S MISSING
<b>Substack</b>	Audience, newsletter	<i>No commerce, no community, not book-native</i>
<b>Patreon</b>	Direct revenue	<i>No book context, no reader analytics</i>
<b>Goodreads</b>	Reader social graph	<i>No monetization, no audience ownership</i>
<b>Amazon KDP</b>	Distribution, royalties	<i>No audience ownership, no direct engagement</i>
<b>Readfeed</b>	All of the above, tied to the book	—

**All four pillars — commerce, community, audience, analytics — natively wired to the book.**

That's the structural difference. Everything that follows is built on it.

## ENGAGEMENT

# Community: Clubs, Live, Calendar

Author-hosted book clubs with native LiveKit streaming, recurring scheduling, and a unified calendar. Readers come for the book; they stay for the author.



## My Clubs

Create clubs you own; invite specific readers; share a public link.



## Schedule meetings

One-off or recurring sessions with auto-shared join links.



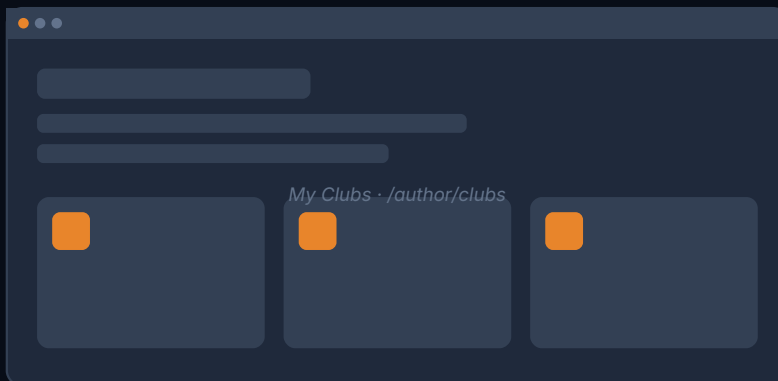
## Go Live

Native LiveKit video — author readings, AMAs, launch parties.



## Calendar

Month grid aggregating every meeting across every club.



### FOR AUTHORS

Run owned community instead of renting reach from algorithmic platforms.

### FOR PUBLISHERS

Spin up campaign-specific clubs (launch tour, ARC reader program) per title or imprint.

**Replaces Zoom + Calendly + Eventbrite for author events.**

## OWNED AUDIENCE

# Audience: Subscribers, Q&A, Announcements, Messages

Every reader interaction is tied to the book and the reader's reading state — not to a generic social handle.



## Subscribers

Searchable list with growth stats. Export to CSV any time.



## Reader Q&A

Filterable inbox by source (club / direct), with answer & dismiss flows.



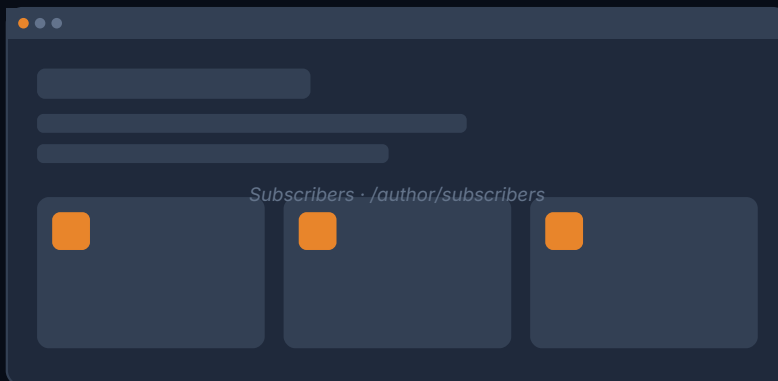
## Announcements

Broadcast updates natively to subscribed Readfeed readers.



## Messages

Direct line to readers without exposing personal email.



### FOR AUTHORS

You own the relationship — not Amazon, not Goodreads, not the algorithm.

### FOR PUBLISHERS

First-party reader data per title, per author, per imprint — useful for acquisitions, marketing, and back-list strategy.

**Subscribers are portable. Q&A is structured. Announcements ship instantly.**

## DIRECT REVENUE

# Commerce: Signed Copies, Gifts, Stripe Connect

Margin that doesn't exist in the standard wholesale/royalty model — handled end-to-end inside Readfeed.



## Signed listings

Set price, shipping, region, max quantity, and personalization.



## Order workspace

Filter by status, ship with tracking, cancel — full fulfillment view.



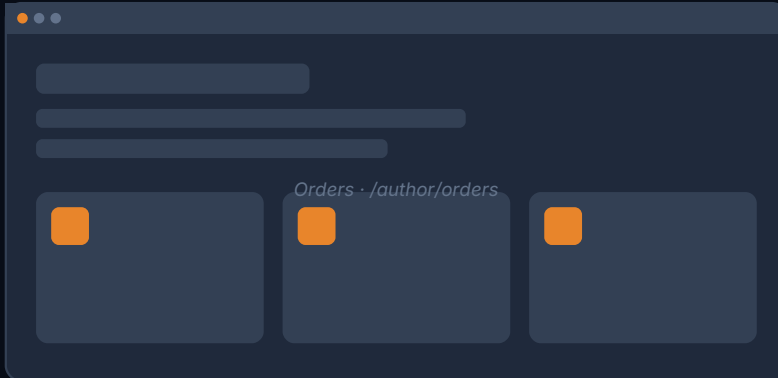
## Reader gifts

Tipping on every public author profile; history and per-profile stats.



## Stripe Connect

Per-author payout accounts with platform-level reporting.



### FOR AUTHORS

Direct-to-reader revenue without a Shopify subscription or a Patreon cut.

### FOR PUBLISHERS

Per-author Stripe payouts, clean revenue split, and tax separation across an entire roster.

**Signed copies. Tipping. Payouts. All native.**

## FOR PUBLISHERS

# Roster, catalog, and campaign tooling

Everything an author gets, multiplied across an imprint — with the verification, attribution, and analytics rollups publishing operations require.



## Multi-author roster

Onboard a stable of authors into a consistent CMS with the same workspace shell, same payouts topology, same brand.



## Verified catalog mapping

Author book-claim workflow links each author to their titles in the Readfeed catalog — provable authorship for analytics rollups.



## Campaign infrastructure

Per-title launch clubs, ARC reader programs, signed first editions, reader Q&A, and live events — assembled from the same primitives.



## First-party reader data

Engagement, gifts, subscribers, and reviews — tied to the book entity, not to a social handle.

## Ready to bring your authors onto Readfeed?

### AUTHORS

Sign up at

[readfeed.com/author/signup](https://readfeed.com/author/signup)

### PUBLISHERS

Reach out to

[publishers@readfeed.com](mailto:publishers@readfeed.com)