

instantG - Daily Tidbits

<http://instantg.com>

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The Daily Tidbits service allows Authors and Publishers to stimulate interest in a book, reinforce the content, and promote the book, Author(s), and Publisher to a worldwide audience.

A book may be included on instantG for no cost, no royalties, and no requirement to relinquish your intellectual property.

Checklist of items:

- Signed legal agreement (see below)
- .JPG or .GIF image of the book
- One or two paragraphs summarizing the book
- Details of the book
 - Full name of the book
 - An abbreviated name of the book (used in text/SMS messages)
 - Website(s) where a person can purchase the book (e.g. Amazon.com)
 - Author Name(s)
 - Publisher and website
 - Publication Date
 - Number of Pages
 - ISBN
 - If available, website for the book
- Messages to be sent to a user (the critical item!)

Considerations when creating the set of messages:

- Each message should be no longer than 120 characters. Older cellular/mobile phones or wireless devices may cut off a long message, or may split a single message into two text/SMS messages.
- You must identify the sequence of the messages. The messages will be delivered to the user in this sequence.
- Where feasible, design the messages with actionable content. Simple examples are "Do _____ today" or "Consider _____ today".
- The total number of messages is at the discretion of the Author or Publisher. How many messages are needed to stimulate interest in the book, or reinforce the book to a user who previously read the book?
- A user will get one message every 24 hours.

instantG reserves the right to reject a book if instantG deems the content to be sensitive or objectionable to its users.

instantG is amenable to signing a legal agreement provided by the Author or Publisher, provided that the following conditions are represented in the agreement:

- The Author or Publisher are the legal owner(s) of the book or intellectual property being considered for the Daily Tidbits service on instantG.
- The Author or Publisher have reviewed the instantG website, possibly subscribed to another book as a test, and understand the principles and functionality of the Daily Tidbits service.
- instantG will not charge a fee to the Author or Publisher.
- instantG will not require any royalties from the Author or Publisher.
- The Author or Publisher retain full control of their intellectual property.
- The Author or Publisher agree that instantG retains all advertising revenue generated by ads on the instantG website.
- The Author or Publisher agree that instantG may participate in affiliate programs with various book sellers (e.g. Amazon.com), such that the book seller may provide instantG with a percentage of the financial transaction.
- The Author or Publisher may request that the book or intellectual property be removed from instantG. All parties agree that instantG will inactivate the content within five (5) business days such that users can no longer add a new subscription to the content. The Author and Publisher further agree that any existing, active subscriptions will continue to receive a daily message until the full set of messages have been transmitted to the user. The intent of the last sentence is to not disrupt an active subscription for a user.

For further information please contact: peter@instantg.com