



ABBI
AUTHOR BRAND BANK INTELLIGENCE

ABBI: Amplify Books. Build Influence.

A full-service marketing agency for authors, led by human experts in book ghostwriting, publishing, and marketing, powered by proprietary "ABBI Bots."



Human-First Solutions



Custom Marketing Plans

Personalized strategies
preserving author's voice



Social Content

Authentic engagement that
resonates with readers



Launch Strategies

Human team always in the
driver's seat



Reach Your Goals Faster



Author Brand

Establish unique identity



Content Strategy

Cohesive messaging plan



Marketing Goals

Faster results than solo efforts

ABBI: Amplify Books. Build Influence.



You Write

Focus on your craft



ABBI Amplifies

Expand the reach and impact of your content.



Your Influence Grows

Build your audience, establish authority.



We Measure Your Results

We track your metrics.



A woman with her hair in a bun is sitting at a desk in a library, writing in a notebook. The room is filled with bookshelves and stacks of books. A desk lamp is lit, and a book titled 'the whispering pines' is visible on the desk. The scene is dimly lit, creating a quiet and focused atmosphere.

Core Value: Protecting the Sacred Writing Space

“ABBI makes me want to keep writing.” -Author Client



Author Amplification: The Old Way

Multiple Consultants

Disjointed team of varying skill levels

Coordination Challenges

Time-consuming management

Inconsistent Results

Varying quality and approach

The ABBI Way



Single unified team of human experts, enhanced by ABBI, working from the same playbook, scaling with authors without breaking the bank.

"The moment it clicked was when ABBI looked at the book and created pathways to keep talking to my audience."



"AI First": AI Without Human Oversight



Fast Output

Quick but inconsistent



Quality Issues

Lack of brand alignment, hallucinations, poor quality writing, faulty information and more



Not Ready for Prime Time

Too many issues to be released into the wild solo

"Human First" AI by ABBI

Collaboration

Quality assurance, consistency of outputs, each team member playing to her strengths, working together

Communication

Every story sharpened and elevated

Creative Precision

AI generated with a nail file, not chainsaw





Build Your Brand, Bank on Your Story



Brand Bank

Repository for all an author's creative intelligence. We deposit all your words, ABBI compounds their value over time, you make withdrawals as needed.



Evolution

First invented by Christine for writing clients in 2004 as a place for business owners to develop brand messaging that for everything from website copy to the seeds of future thought leadership books.



Ever Ready

Media requests, social content, new articles and more - all generated by your own ABBI iteratively trained in YOUR voice. A reliable container for all your stories, messaging, and ideas.

The ABBI Brand Bank

24/7

Availability

Always accessible content

100%

Customization

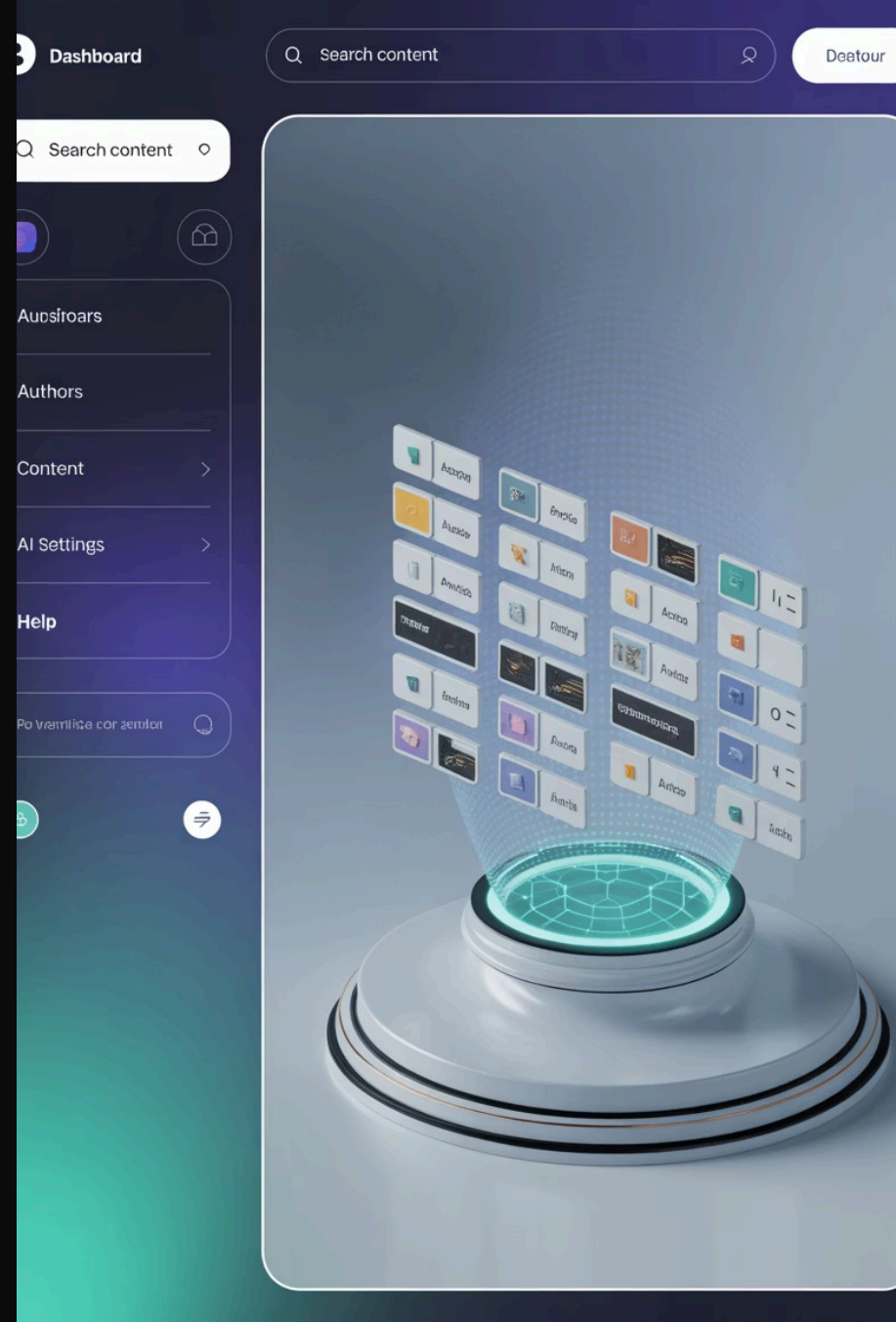
Tailored to your voice



Growth

Compounding interest over time

Powered by ABBI



How Much Time are You Investing in Content?





Meet the ABBI Team



Heidi Howell

Experience

- 20+ years in marketing
- Award-winning marketer
- Leading branding, communications, and technology-driven campaigns for global organizations

Achievements

- Beat Coca-Cola in national campaign on a fraction of the budget
- Saw a 500% engagement increase
- Forbes Communications Council & Published Forbes Contributor

Christine Whitmarsh

Expertise

- Fuses statistical analysis, behavioral science, and creative communication
- Data strategist
- 20+ years experience in writing & publishing

Background

- MS in Quantitative Psychology
- Bestselling celebrity ghostwriter
- Produced and hosted a podcast for authors with 1,600+ episodes





Meet ABBI



**Chief Intelligence
Officer**

Strategic AI system



**Brand Strategist &
Ghostwriter**

Content creation partner



Analyst & Amplification Engine

Helps human creativity thrive

ABBI's Capabilities

Listens

Absorbs client
content



Protects

Secure, transparent
process



Understands

Recognizes unique
voice

Translates

Creates brand-
aligned assets



ABBI in Practice



Always-On Collaborator

24/7 support for creators

Brand Voice Fidelity

Consistent messaging at scale

Performance Insights

Content impact analysis

Continuous Training

Always improving

linkedin.com



burn the bio, delete the script, start again.

People don't connect to impressive; they connect to REAL.

And no amount of credibility is worth feeling like a stranger stuck in your own success. Trust me, I've been there and I never want to go back.



2

1 Comment



Like



Comment



Share



Martha Finney

3h



USA Today Bestseller | Thinking and Writi...

"A stranger stuck in your own success." Brilliant.



Liked · Reply | 1 Reaction

But Can She Write?

Here's what a USA Today Bestselling Author said about a social media post ABBI wrote for one of our clients.

(Without realizing our client has a trusted, highly-trained AI ghostwriter as a collaborator!)

Keys to this compliment:

1

1) An expert human ghostwriter always at the helm, constantly coaching ABBI to be a valuable client collaborator.

2

2) A comprehensive, iterative training process grounded in an existing, robust body of the author's work.

3

3) Our commitment to preserving the author's authentic writing voice.

Future of Co-Creation

What Remains Human?



The practical question we will be exploring through it all - *What remains uniquely human when algorithms learn to mimic almost everything?*

Human-ing Harder



The most powerful use of AI in authorship is not to do the work for you. It's to make your human work louder, clearer, and more scalable.

Know Thyself



Ensuring that authorship remains human-first, even as the tools around us evolve.



The Human Edge



Self-development, self-awareness, and self-identity have shifted from elective to essential in the age of AI.



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