



**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



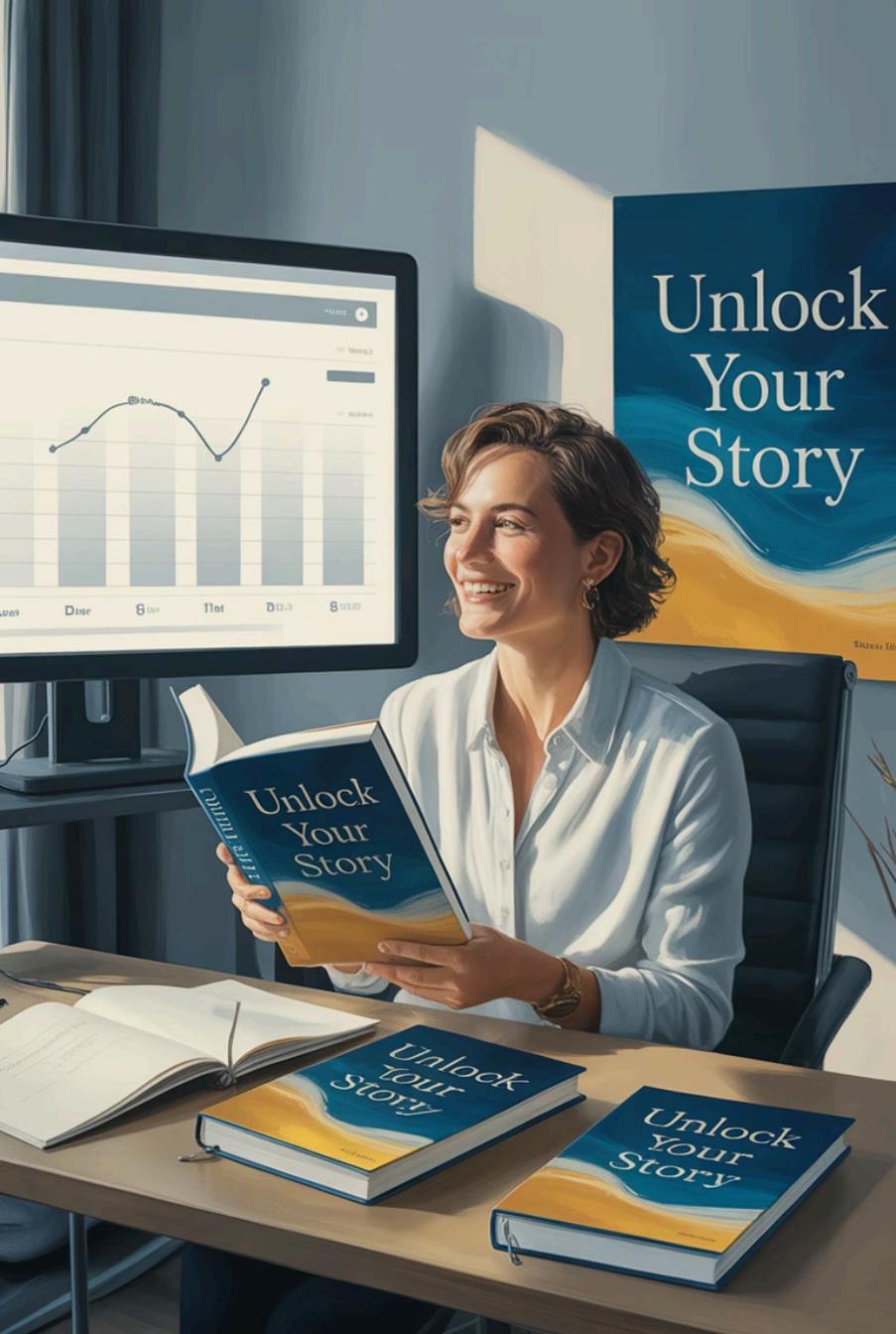
## Social Content

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 overall atmosphere is quiet and focused.

# 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

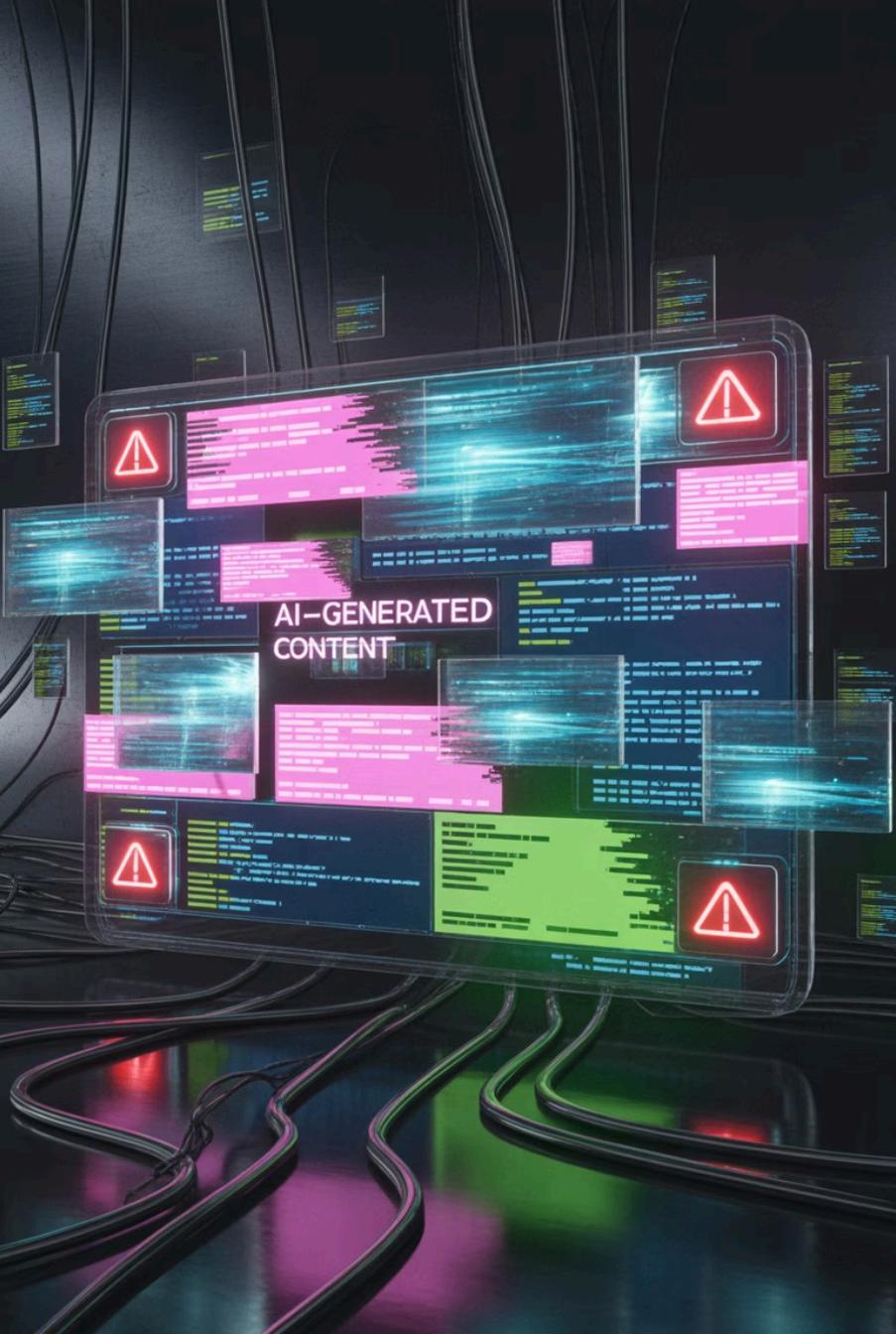
Varying quality and approach

# 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**

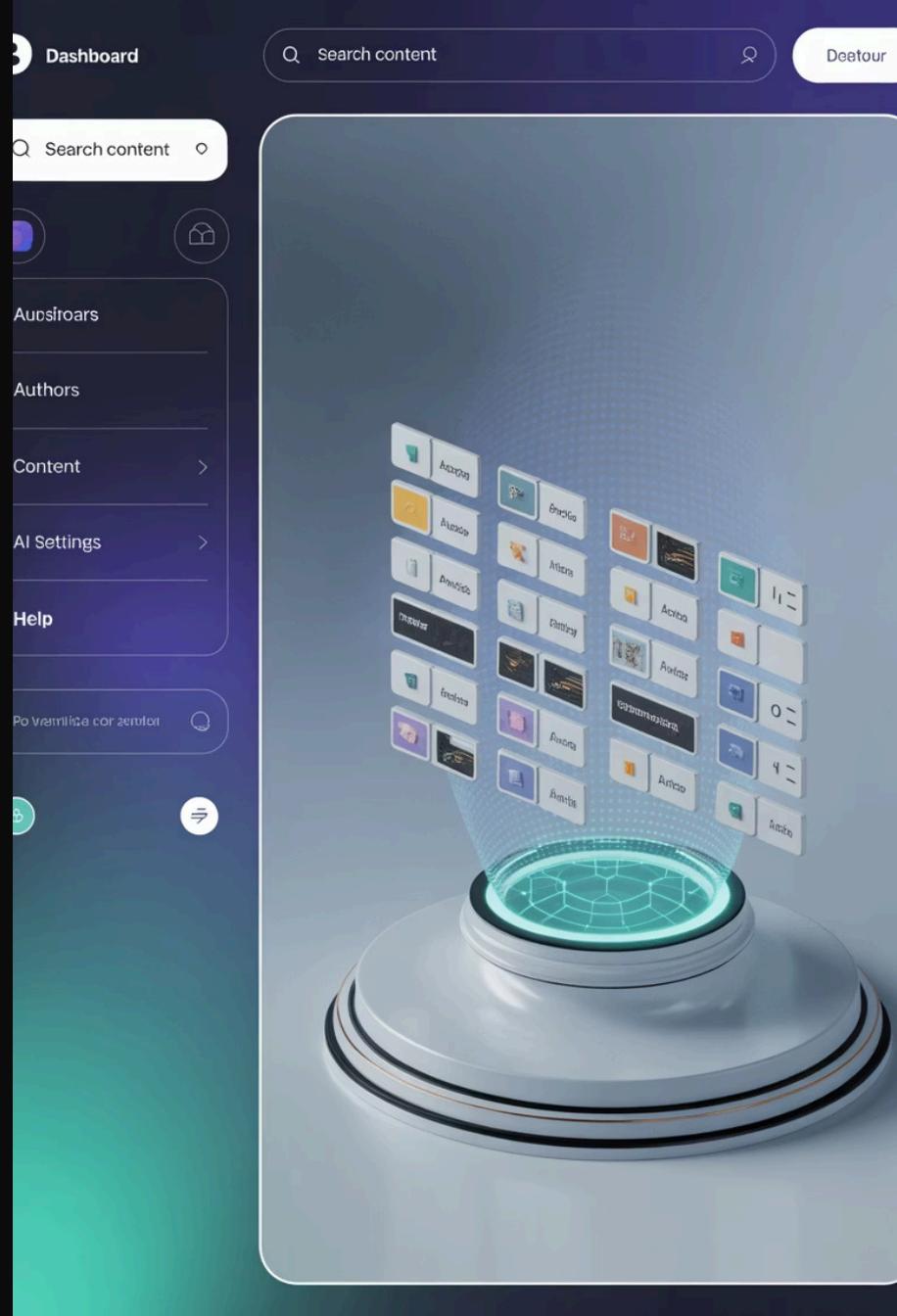
Tailored to your voice



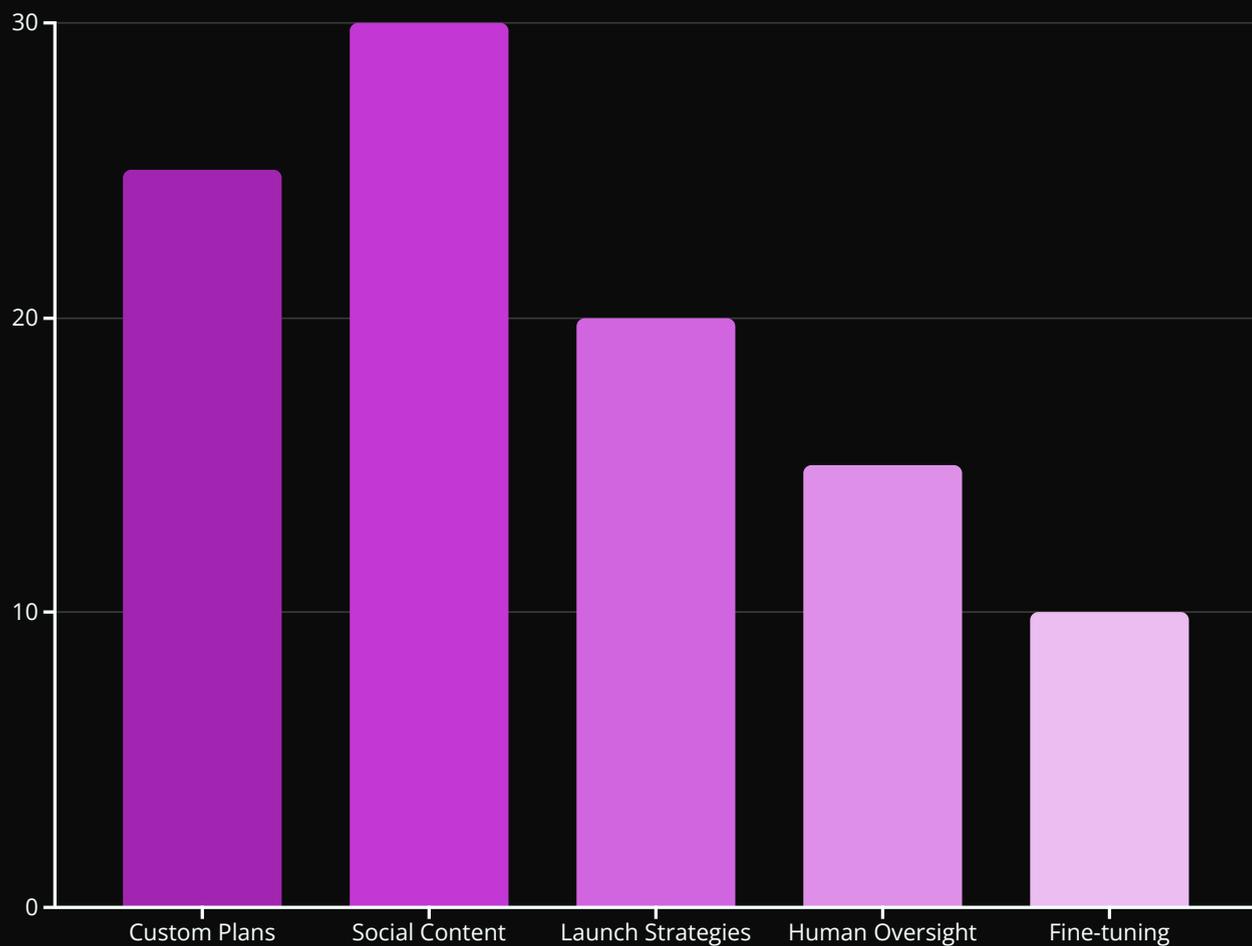
**Growth**

Compounding interest over time

Powered by ABBI



# How Much Time are You Investing in Content?



Powered by ABBI



# The Future of ABBI: Interactive Reader Experiences



## Character Chats

Fans engage with book personas



## Author Persona

Direct connection with readers



## Social Integration

Characters/authors answer fan DMs



# 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

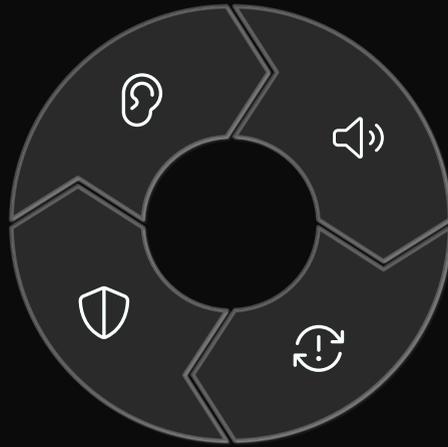
# ABBI's Capabilities

## 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

# 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.

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

# 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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