

## HOW WE WROTE, PUBLISHED & SHARED THESE EPIC LETTERS

When I first came up with the idea for [The Letters of Aus & B](#), I didn't know how many there would be, how long it would take, or anything else. As such, in the beginning, I tended to write them and share them via email to avid-reading-fiends like yourself.

But once I decided these letters would play a vital role, and after folk like you demanded more, I got organised. Ultimately, I wanted these letters to transform into their own book that could sit alongside [I Unlove You](#) on Amazon.

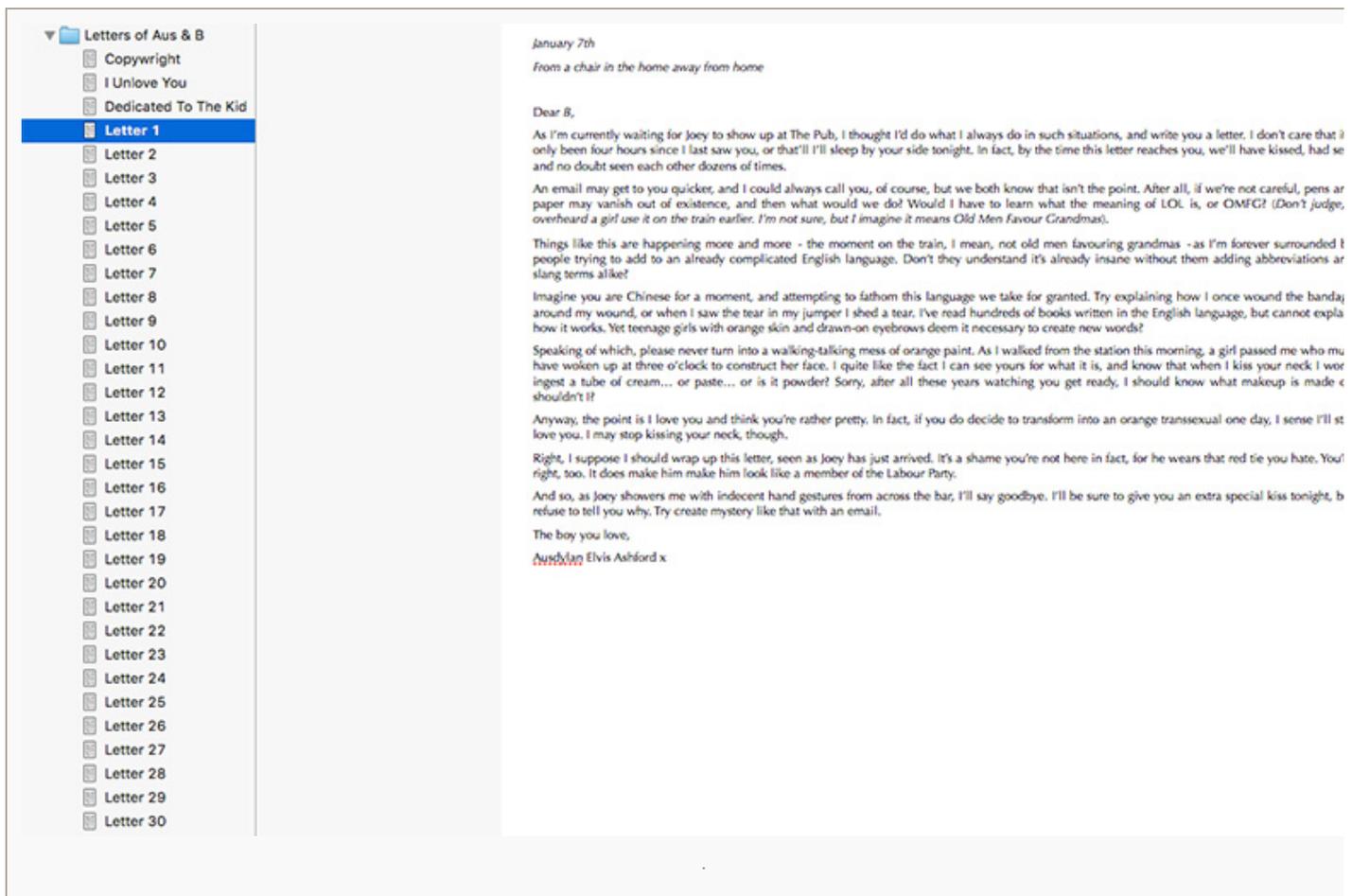
That's what we'll focus on now: the 3 step process that took [The Letters of Aus & B](#) from idea to legitimate bookyness. And as most of my writing does, it all began within [Scrivener](#).

### WRITING IN SCRIVENER

Hmmmm, how can I describe my love for [Scrivener](#)? I can't, really, it's far too intense to put into words.

It's basically an alternative to *Word*, but it's 100% created for writers and storytellers. I won't go into the full workings of this superb tool, but I'll point you towards a guy named [Joseph who's rather good when it comes to Scrivener](#). Overall, it's a simple tool that can go much deeper if you so wish. Me... I tend to keep things rather simple and don't use half of the features that I could.

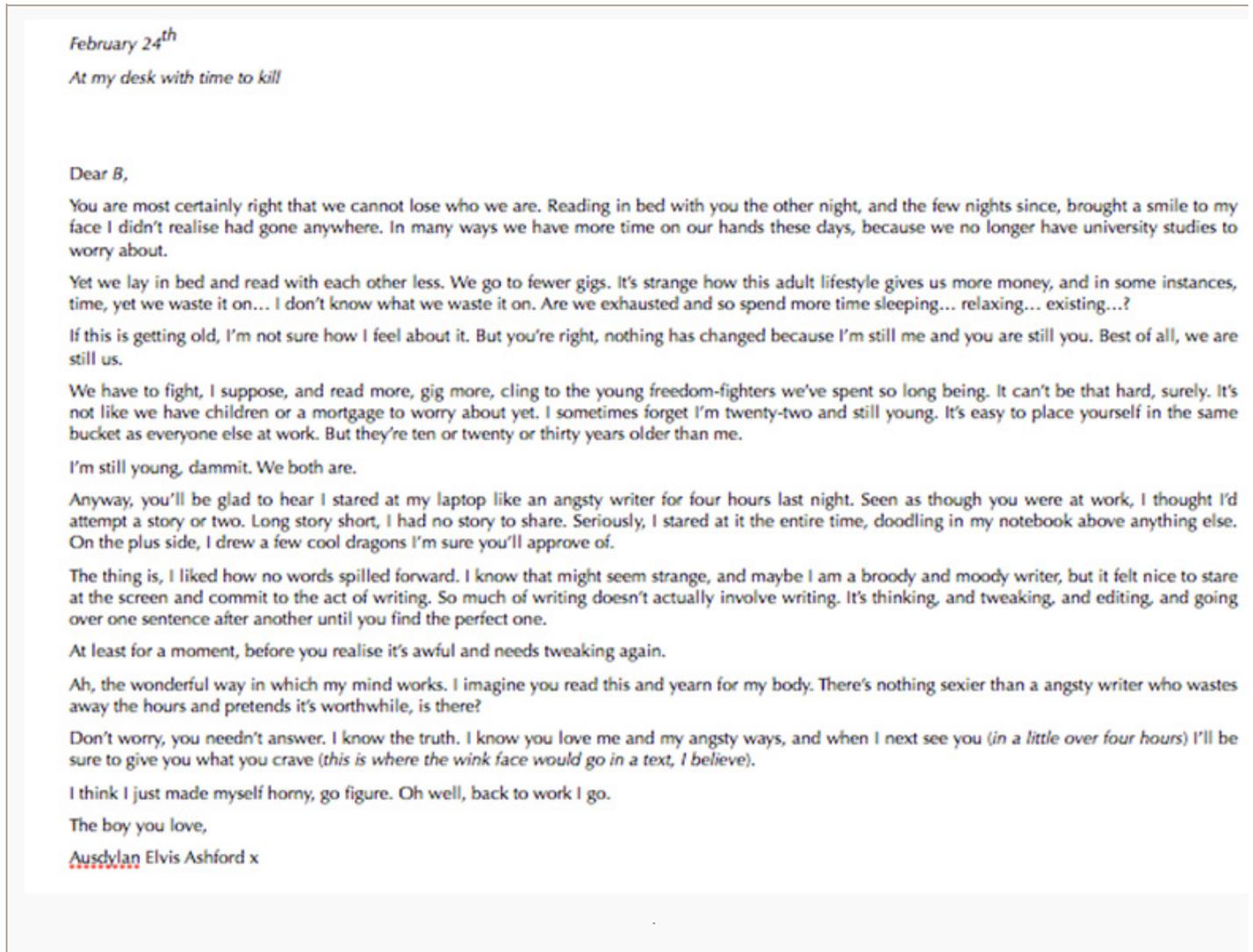
But I wouldn't use anything other than Scrivener to write my books, because it doesn't only make research easier, developing characters, organising early drafts, and keeping on top of word counts, but is an absolute godsend when it comes to formatting a book. Whereas if you try to format a book using Word... Jesus, it's the worst experience ever!



Writing the letters in [Scrivener](#) wasn't hard. Once I decided there would be 30 of these letters, and I had a decent idea of the timeline, I created lots of individual documents and placed them in a 'Letters of Aus & B' folder. From here it was

a simple case of writing, editing, writing, and editing some more. And because each letter comes in at around 500 words, I was able to quickly smash through few of these each time I sat down to write.

I suppose the tricky part came towards the end, because I wanted these letters to lead up nicely to the beginning of **I Unlove You**. This required a little tweaking, swapping, and changing, but for the most part this remained a fairly fluid process throughout.

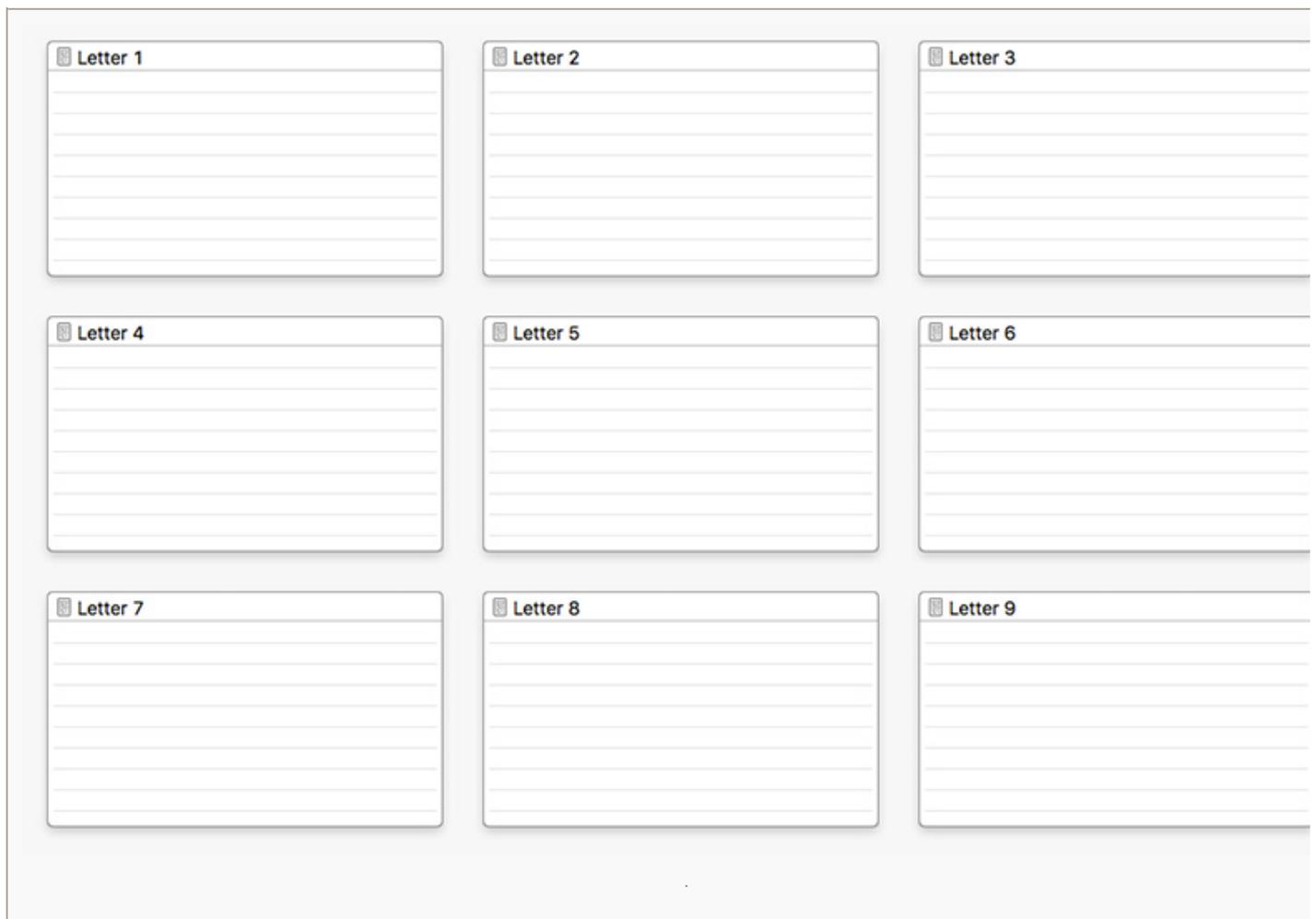


Plus, **Scrivener** stepped in once more towards the end of this letter-writing adventure, because by using their cork board feature (*see below*), I things around until everything flowed nicely.

That's about it, to be honest.

Because I continued to write and edit **I Unlove You** during all this, I knew exactly what subjects these letters had to touch upon, which tiny hints they needed to hold, and the journey Aus and B would soon take in the grander story. I actually found myself doing very little editing for these letters, and although **Michael** helped tweak and refine everything, it didn't take long at all.

Which meant we were ready to start sharing them with the world, but for a while I couldn't decide the best approach to take.



## SHARING WITH GOOGLE & FACEBOOK

There are so many ways to share short-and-sweet snippets like these: *social media, email, pdf, mini books, and a whole host more.*

How did I decide which route to take? **YOU GUYS**, of course.

I asked you what would make your life easier, and two ideas cropped up time and again.

- Facebook
- PDF

I knew we'd create an actual ebook (*maybe a paperback at some point, too*), but the true purpose of these letters was to drip feed them during the lead up to **I Unlove You's** big launch. I desired those early readers who were part of this from the beginning to get an insight the vast majority do not. So, we took two approaches:

1. Created a separate **PDF** for each letter (30 in total) and uploaded them to a *Google Doc Folder*.
2. Using **CoSchedule**, pre-scheduled each letter to appear on both my **Facebook Page** & **The Merry Misfit Group**

Name ↑	Owner	Last modified	File size
 Letter 10.pdf 	me	Sep 21, 2015 me	46 KB
 Letter 11.pdf 	me	Sep 21, 2015 me	47 KB
 Letter 12.pdf 	me	Sep 21, 2015 me	46 KB
 Letter 13.pdf 	me	Sep 21, 2015 me	47 KB
 Letter 14.pdf 	me	Sep 21, 2015 me	44 KB
 Letter 15.pdf 	me	Sep 21, 2015 me	48 KB
 Letter 16.pdf 	me	Sep 21, 2015 me	48 KB
 Letter 17.pdf 	me	Sep 21, 2015 me	48 KB
 Letter 18.pdf 	me	Sep 21, 2015 me	45 KB
 Letter 19.pdf 	me	Sep 21, 2015 me	47 KB

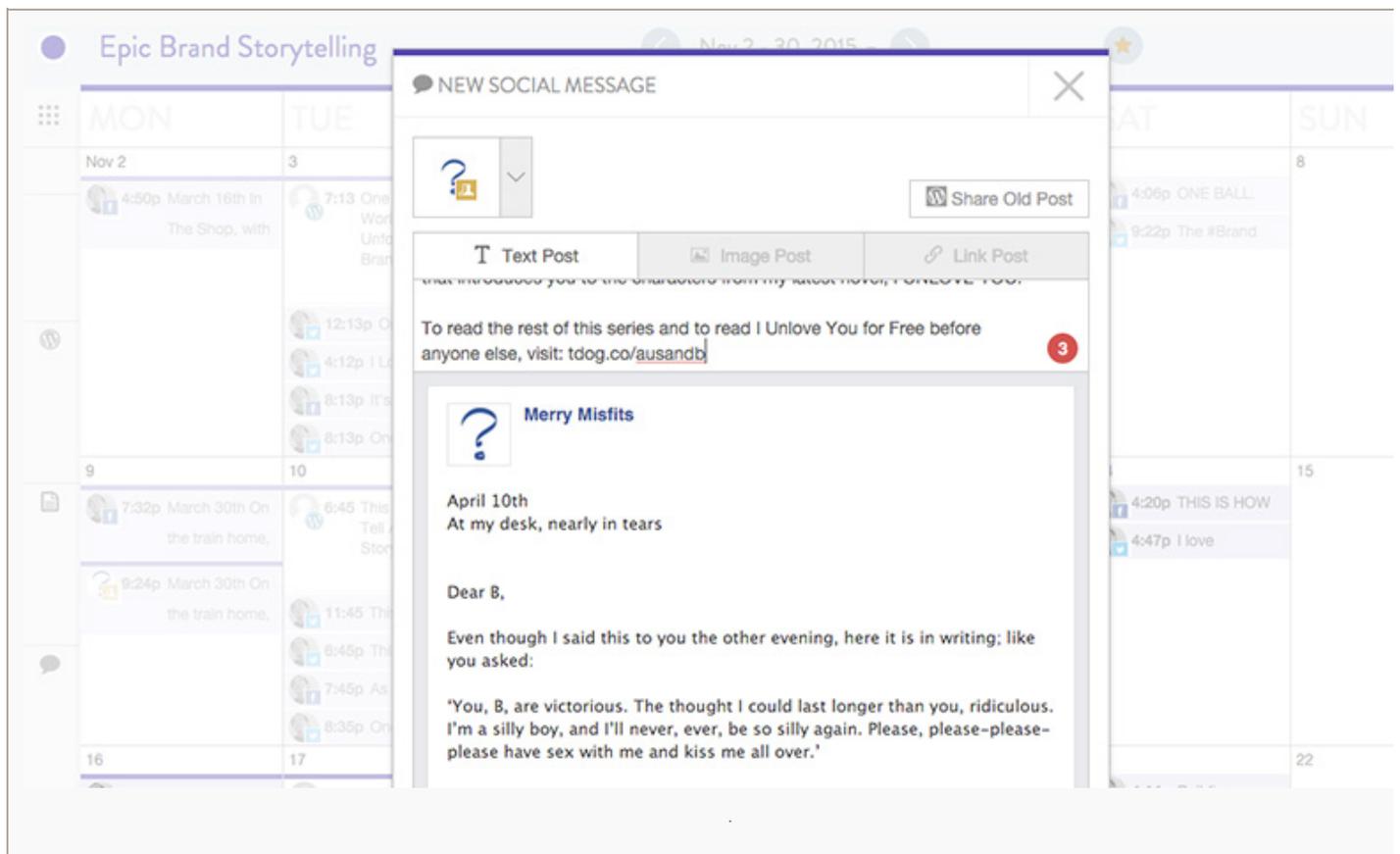
And we organised this by opening up the calendar and working backwards from December 1st (*I Unlove You's big launch*).

This meant if we began to publish these letters on October 1st and released a new one each Monday, Wednesday, and Friday... the final letter would go live on Friday 27th November (*a few days before launch*).

Perfect!!

With this timeline, the PDFs already uploaded to Google Docs, and [CoSchedule](#) ready and raring to go, it was a simple case of:

- Creating a [Letters of Aus & B Page](#) – to add each new letter went it went live
- Add notes in my iCal when each letter went live
- Schedule weekly emails that shared that week's published letters



As you can imagine, there are a lot of moving pieces during a launch period, and the more you can automate and pre-schedule, the better. This meant I had more time to focus on other aspects (*such as fine tuning the book, preparing launch emails, and everything else*) and didn't run the risk of forgetting a letter somewhere along the way – I know me, and I know this would have happened at some point.

It also meant I had more time to reply to the awesome messages placed in [The Merry Misfit Group](#) each time a letter went live.

It was great involving people like you throughout this process, and each letter brought us closer to the big day. It was a great time indeed, and as November grew old we focussed on [The Letters of Aus & B Book](#), which is where I'll turn your attention now.

Close Friends

APPS

- Games 2
- On This Day
- Suggest Edits
- Pokes
- Games Feed 20+

GROUPS

- Merry Misfits
- Right2Freedom 1
- New Groups
- Create group

INTERESTS

- Pages and Public ...

DEVELOPER

- Manage Apps
- Insights

EVENTS

- Create Event

**Matthew Turner**  
14 hrs · CoSchedule App

April 6th

On my break, drinking lovely coffee

Dear Aus,

Well-well-well, it seems as though we've met the end of this silly little bet. All you have to do to end this nonsense is say:

'You, B, are victorious. The thought I could last longer than you, ridiculous. I'm a silly boy, and I'll never, ever, be so silly again. Please, please-please-please have sex with me and kiss me all over.'

What do you say, mister? You finally ready to end this madness?

I feel fine, if I'm honest. I miss you and your kisses, but I think I could last a few more days. You, on the other hand... well, it seems you've fallen victim to your penis. There's no turning back, I'm afraid. Once that aspect of your body takes control, you lose all sense of rationale.

It's over to you. I await your letter...

And don't worry, I know I can talk to you about my clothes and designs and events. I suppose I find it harder to talk about at the moment, what, being in this rut and all. I'm fine, though, and don't worry, you don't have to come to an event with me.

To be honest, I think you'd have a panic attack because there's always too many people. Plus, everyone's rather outgoing and forceful when it comes to conversations, so I imagine you'd last a few minutes before heading to the bathroom and hiding for a while.

I'm often tempted to, so I think it would fast become your worst nightmare.

Still, if you fancy giving it a go and testing yourself, let me know. There's a couple of good events over the next few weeks.

Well, I suppose I should finish this lovely coffee and get back to serving them, although I'm excited to read your next letter, for I'm confident it'll house a particular statement that allows me to rip off your clothes and have my way with you. I've missed you, mister. I hope you missed me, too,

Message · Invite by Email

INVITATIONS [See more](#)

- neals18@...  
Send Reminder
- ns007012@...  
Send Reminder

DESCRIPTION [Edit](#)

We are the Merry Misfits and we want to cha...  
[- See More](#)

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates. [Create group](#)

RECENT GROUP PHOTOS [See all](#)

SUGGESTED GROUPS [See all](#)

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4 friends · 2,264 members [Join](#)

## PUBLISHING ON AMAZON

I won't go through how we made [The Letters of Aus & B](#) Free on Amazon, [because we go through how we did this for I Unlove You in this article](#). We did it in exactly the same way, and at the same time as well (*two birds, one stone*).

What I will focus on is why we transformed these letters into a book, and why we placed it on Amazon despite the fact you can read them for free on Facebook or my website already.

I mean, what's the point . . . ?

The point is to reach more people, and more important than this, reach them in a manner that suits **THEM**.

This is about you, remember?!?! Who am I to say you have to read these letters via Facebook. If you want them on your Kindle, read them on your Kindle. It's all about giving folk like yourself the choice and freedom to be involved in this journey however you wish. And like I say, [Scrivener](#) makes it easy as pie to create an Ebook, so it took me no time at all 😊

**The Letters of Aus & B: Prequel to ...**

By Matthew Turner

ASIN: B017SZQ62A

Status: **LIVE**

Submitted on November 10, 2015

**\$3.99 USD**

[View on Amazon](#)

Book Actions:

[Enroll in KDP Select](#)

Like I say, we had to go through a process to ensure [The Letters of Aus & B appeared on Amazon for FREE](#), which did take a few days, but not nearly as long as I feared it might. I could have left it much later to be honest, but I had this grand vision of announcing The Letters of Aus and B Book on Sunday 29th November – *a mere two days before I Unlove You's big launch*.

This meant:

- We published the final letter on Friday 27th November
- Launched & Announced The Letters of Aus & B Book on Sunday 29th November
- Published and celebrated I Unlove You on Tuesday 1st December

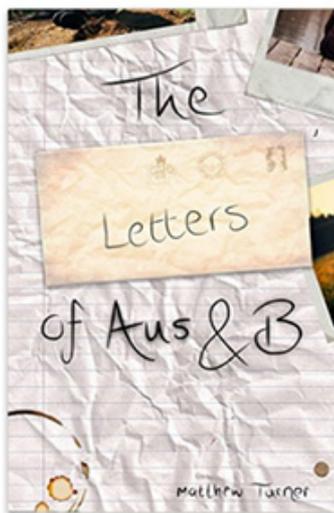
Talk about a plan coming together, right.

This is important to note because all of *this* is about experience... about making you feel involved and part of *this*.

It's about leading up to something special and building anticipation before the big day. It's about making the best of a situation and creating the biggest bang possible. These letters are important. They're relevant. They're part of the story... the experience... *this*...

As such, it's great to have them play a role in the big-bad launch. And that, in nutshell, is how we wrote, shared, and published [The Letters of Aus & B](#).

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## The Letters of Aus & B: Prequel to I Unlove You

Kindle Edition

by [Matthew Turner](#) (Author)

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Kindle  
\$3.99

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My name is Ausdylan Elvis Ashford, a twenty-two-year-old who leads a rather perfect life. Well, that is until my perfect girlfriend, B, changed both of our lives forever. But before the emotional rollercoaster of I Unlove You, comes a series of letters between B and me.

You see, we've always refused to text and send email, instead turning to pen and paper to share

[Read more](#)

Length: 68 pages

Enhanced Typesetting: Enabled

Matchbook Price: \$0.00  
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