

# Imajnit Turns Readers into a Writer's Muse

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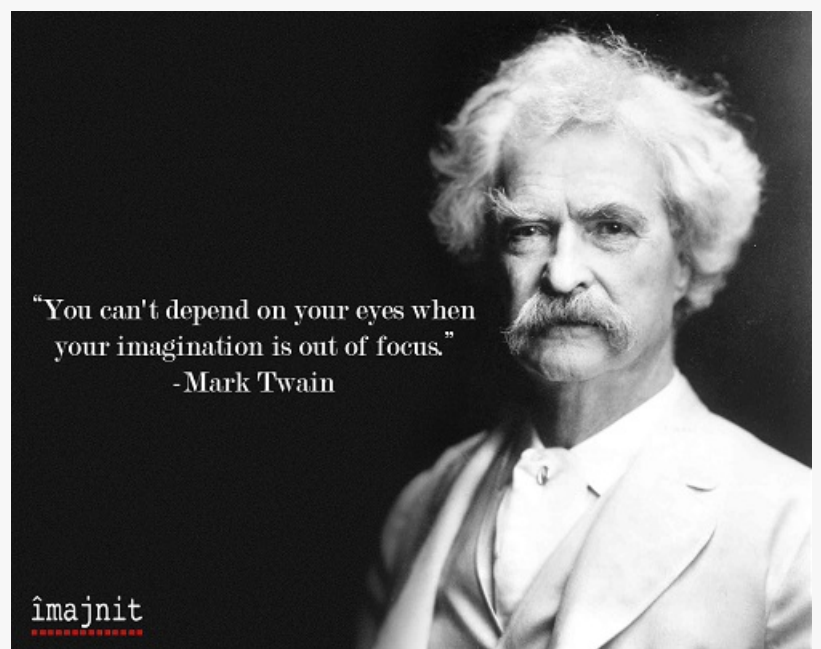
/EINPresswire.com/ -- Nathan Rennard is relying on Kickstarter crowdfunding support to launch the first phase of a free, subscription-based publishing platform known as Imajnit. The platform allows stories to unfold as they're released chapter by chapter. Through author creativity and audience response, the story reveals the interactive nature shared by writer and reader. But Imajnit takes that relationship one step further, as the author discovers what characters are inspiring empathy, what lessons the reader is absorbing from the narrative, and what the audience is thinking about the story. This [crowdfunding campaign](#) hopes to raise a minimum of \$5000 in order to provide this newcomer to the publishing arena with a strong base of support.

The method of writing a serial isn't new. Charles Dickens published two of his novels and a collection of short stories in weekly installments. The delivery of *The Old Curiosity Shop* by ship from England proved so popular that New Yorkers crowded the wharf when the last installment was delivered. With Imajnit, a

writer can develop a fanbase as the story develops, returning to the enthusiasm of those dynamic days when a story commanded an audience and nurtured an author's inspiration.

The imaginative connective tissue between a story's author and audience builds the body of the published work. Stories are released in a series as they're written; it may be weekly, bi-weekly, or monthly. This reading community will be participants in the tales that each series unfolds. This is a magical place where anything can happen. When the book is completed, all pages of the finished work that are available online are closed on Imajnit and transformed into a book that can be purchased via the website, either as an online version, printed hardcover, or a paperback. Imajnit also works with a third party distributor that makes the printed publications available with top-tier booksellers like Barnes & Noble and Amazon.

Subscribers from a variety of different backgrounds relate to one another through the common bond of the story, developing into a thriving community of original ideas and insights. Says Rennard of



# îmajnit



Imajnit's potential to build communities, "We believe that, through this platform, each finished story will have the substance and backing needed to not only become amazing publications, but to touch people and their lives."

The crowdfunding income will be used to pay Kickstarter and legal fees, cover the cost of the [rewards](#), and distribute several hundred printed copies of the first completed book. Operations will continue past the \$5000 goal, however to accelerate the enterprise to full capacity with staffing, software, advertising, greater print distribution and more, the budget is closer to \$35,000-\$45,000.

Technology has not always befriended the writer. Powerful commercial giants like Amazon and Apple have placed a strain on established publishers, making it harder for authors to find an outlet that

generates the support and exposure that a new writer in a very crowded field needs if that unknown voice is going to be heard. Publishing options have been limited as five of the six largest trade book publisher sell their digital editions for a much cheaper amount than they'd charge for a hard-copy version. Imajnit aims to use technology to the writer's advantage by focusing on continued development of its social network in order to amplify author exposure.

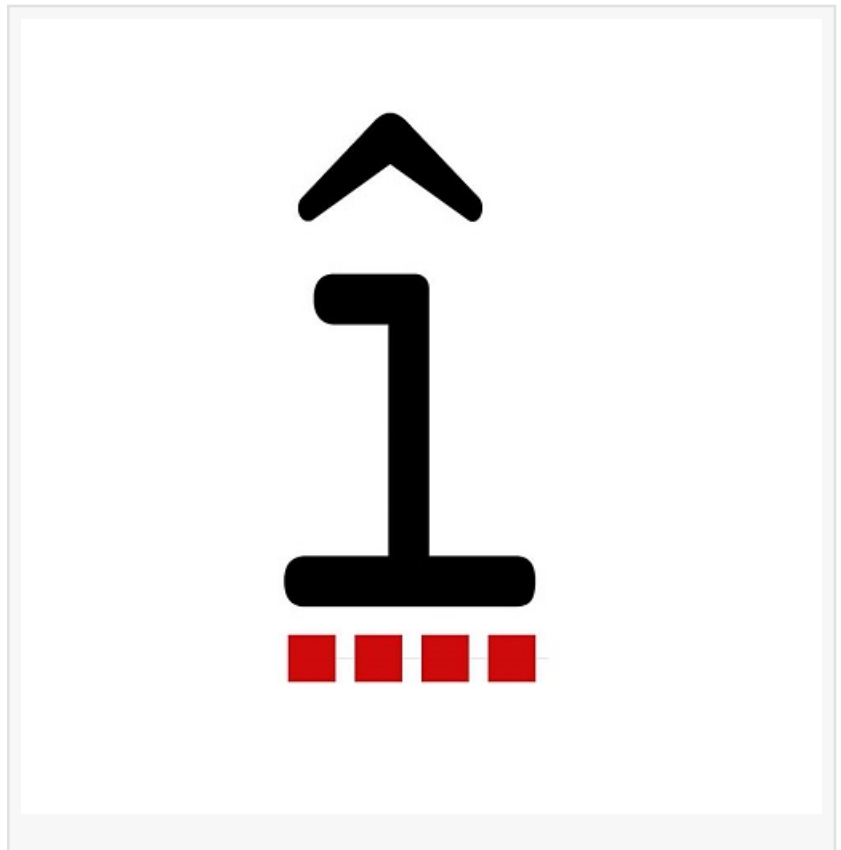
As the writers are working on the next chapter of their publications, Imajnit is busy behind the scenes printing, marketing, advertising, and promoting the work to bestseller lists, while obtaining other resources that will assist writers in the telling of moving and evocative stories.

If you've ever dreamed of becoming an author's muse, [Imajnit can make it happen](#).

#### About Imajnit

Imajnit ([www.imajnit.com](http://www.imajnit.com)), a bold new publishing platform, is a free, subscription-based site where the imagination marries readers to writers. Its founder, Nathan Rennard, is a writer, photographer, entrepreneur, and an "imagineer." Imajnit enables feedback from an audience to steer a writer's direction as the story evolves. By making the story development an interactive process shared by the writer and the audience, Imajnit ignites a synergy where the imagination plays midwife to the birth of the story as it unfolds from the writer's creativity into a receptive audience. Imajnit's subscribers come from various backgrounds, but they share the common interests of the story which turns them into a thriving community filled with new ideas, free expression, and deep insights.

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