



HERAA.ai Launches 1st Platform to Transform Books Into AI-Powered Subscriptions – Creating a New Category of Publishing

HERAA.ai Deploys Complete Living Book Platforms for Authors in 30 Days – With AI Advisor, Audio Narration in Author's Cloned Voice, and Chapter Coaching Videos

BOYNTON BEACH, FL, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [HERAA.ai](https://www.heraa.ai) today

“

This isn't just a clever format tweak – it's a real platform for an idea. That's a level of personalization and interaction I've always wanted from business books.”

Noelle Russell, CEO, AI Leadership Institute; Former Amazon Alexa Team

announced the launch of the Living Book Platform – a done-for-you service that transforms nonfiction books into fully deployed AI-powered subscription platforms. HERAA – which stands for Human-Enhanced Reading and AI Architecture – represents a new category of publishing infrastructure at the intersection of AI, authored content, and human development. The platform is currently patent pending under U.S. Application No. 64/097,690.

The \$26 Billion Problem HERAA Solves

The global business book market represents a \$26 billion industry – and one of its most consistent failure modes.

Authors invest years developing frameworks that represent genuine commercial value. Those frameworks get distilled into books that readers purchase once and never open again.

"The problem isn't the content," said Eric S. Markowitz, founder of HERAA.ai. "The problem is the format. A static PDF can't ask questions. It can't push back. It can't apply the framework to whatever the reader is actually working on right now. The Living Book solves all of that."

What HERAA Delivers: A Complete Living Book in 30 Days

HERAA's done-for-you service delivers a complete Living Book platform in approximately 30 days, including the full book formatted on the platform, an AI thinking partner trained on the author's framework, audio narration in the author's own cloned voice, chapter coaching videos, a live practitioner community, and a subscription platform generating recurring revenue at \$9.95/month per reader.

The Economics of a Living Book

A traditional Amazon royalty generates \$2.50 per reader – one time. A Living Book generates \$9.36 per reader per month. At 500 subscribers, that's \$56,160 annually versus \$1,250 from traditional royalties. To match 500 Living Book subscribers on Amazon, an author would need to sell 22,000 copies – every year. Not once. Every year. Authors keep 90 cents of every dollar their readers pay. No publisher. No distributor. No middleman.

The Proof of Concept – Live Now

The Blind Spot Advantage: Seeing the Impactful Solutions That Others Miss, by Eric S. Markowitz, is the first Living Book built on the HERAA platform.

Launched August 17, 2026, the platform is live at App.BlindSpotAdvantage.com with a 15-day free trial at \$9.95/month.

The platform was spotlighted in Noelle Russell's I Love AI community on August 22, 2026, where it received an enthusiastic response from more than 100 AI practitioners and industry leaders.

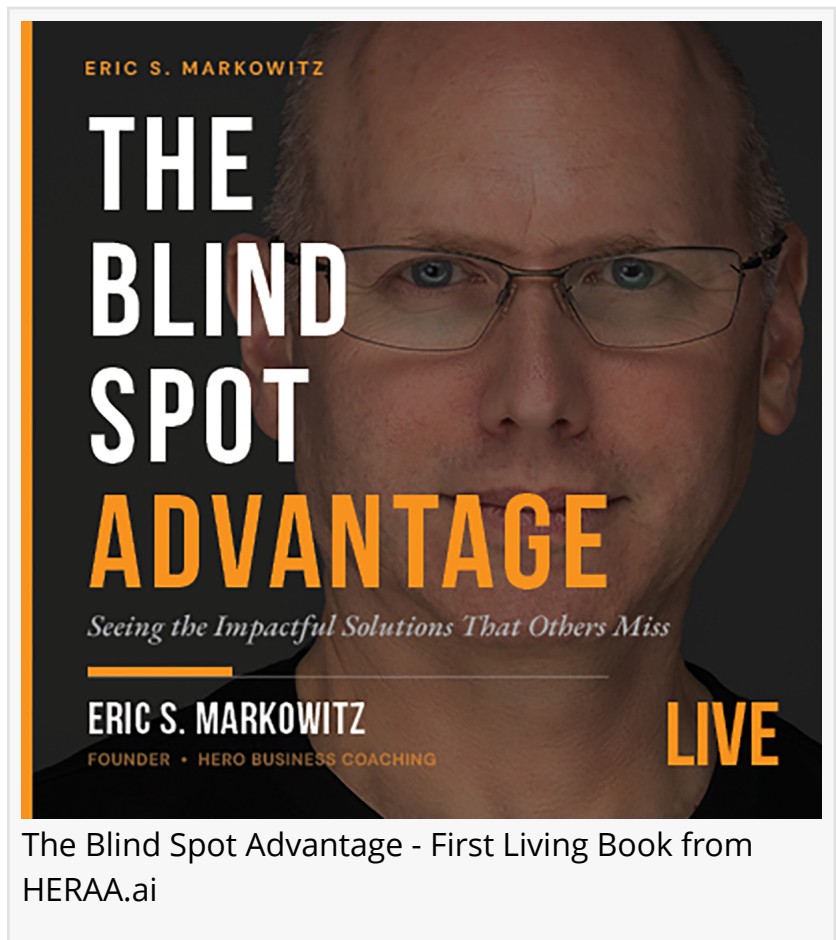
"What Eric built is an example of human ingenuity amplified by AI. Even a few hundred active subscribers on this model produces meaningful recurring revenue – that's a completely different economics than Amazon. And it doesn't stop at a book. It becomes a scalable consulting platform. That's the new world we're pointing to – and the Living Book is one of the best examples I've seen of what's possible."

– Noelle Russell, CEO, AI Leadership Institute; Former Amazon Alexa Team; Host, I Love AI Community (skool.com/iloveai)

A free resource for authors – the Author's Guide to Recurring Revenue in Publishing – is available at heraa.ai.

HERAA Pricing

Strategy Session: \$2,500 | Starter Living Book: \$15,000 | Full Living Book: \$25,000 | Monthly hosting from \$297/month. Apply at heraa.ai.



The Blind Spot Advantage - First Living Book from HERAA.ai

About HERAA.ai

HERAA.ai is the Living Book Platform – a done-for-you service transforming nonfiction books into AI-powered subscription platforms. Patent pending. heraa.ai

About Eric S. Markowitz

Eric S. Markowitz is the founder of HERO Business Coaching and HERAA.ai, and author of The Blind Spot Advantage. He has 20+ years of Fortune 500 experience across Merck, Pfizer, Genentech, Johnson & Johnson, Dow Jones & Co., and Xerox. herobusinesscoaching.com | heraa.ai

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