



PUBLISHING SYSTEM PLAYBOOK

Audio-First Formats and Themed Pathways Playbook

A complete publishing, production, continuity, and premium-print system

Prepared for

Dr. Sherry-Ann Brown, MD, PhD, FACC, FAHA

The MD PhD Prophet | The Spark Unfolding Book Club

COMPLETE | ACCURATE | READABLE | REFINED | PURPOSE-BUILT

Purpose and governing decision

This playbook establishes a complete audio-first and digital-first publishing system across Dr. Sherry-Ann Brown’s book, Site, community, course, retreat, and premium collection ecosystem. It adds a strong format pathway without removing any existing work, narrowing any established audience, or replacing print. Every format performs a distinct role inside one coherent reader journey.

PUBLISHING DECISION *Lead with an audiobook and e-book bundle, pair every audiobook with a substantive digital reflection companion, and position hardcover print as a premium experience for depth, gifting, gathering, and legacy.*

The system at a glance

Layer	Reader receives	Strategic role
Discovery	Short narrated excerpt, complete opening chapter, vertical video, pathway invitation	Recognition and low-friction entry
Core bundle	Complete audiobook, accessible e-book, digital reflection companion	Portable learning, return, and applied reflection
Continuity	Monthly guided audio, book-club circle, founder letter, next-step practice	Relationship, rhythm, and supported integration
Expansion	Course, cohort, retreat, professional circle, organization program	Facilitated formation and deeper application
Premium print	Hardcover, signed or commemorative edition, keepsake companion	Tactile depth, gift value, gathering, and personal library

Non-negotiable standards

- Preserve all current books, routes, resources, audiences, legal pages, permissions, and established identities.
- Use Dr. Brown’s human voice for signature narration, prayers, founder letters, testimony, transitions, and emotionally nuanced passages.
- Keep evidence, personal testimony, interpretation, recommendation, aspiration, and spiritual discernment clearly distinguishable.

- Do not place protected health information, identifying clinical narratives, confidential workplace material, or private third-party stories into public or group resources.
- Publish editable masters and synchronized fixed-format files. Verify every page, every link, every audio chapter, and every transcript before release.

1. The signature format architecture

The core bundle

Component	Complete contents	Reader benefit
Audiobook	Narrated opening, 12–20 minute chapters, Scripture spoken with reference, pauses, closing practice, credits	Warmth, mobility, emotional nuance, reduced screen dependence
E-book	Accessible reflowable text, linked contents, searchable headings, notes, source record, resource links	Immediate access, search, adjustable type, return to key passages
Reflection companion	Scriptures, prompts, exercises, prayers, journaling space, next actions, progress review	Turns listening into discernment and action
Transcript	Verbatim synchronized chapter text with speaker labels and meaningful non-speech cues	Accessibility, search, quotation review, and alternate engagement
Quick-start card	How to choose a rhythm, confidentiality reminder, four-movement method	Reduces friction at the beginning

Recommended commercial forms

- Essential Bundle: e-book, audiobook, transcript, and digital reflection companion.
- Circle Bundle: Essential Bundle plus facilitator guide, discussion plan, participation covenant, and private gathering materials.
- Premium Library Edition: hardcover, signed or commemorative insert, companion, audiobook access, and archival presentation.
- Organization Edition: licensed cohort access, facilitator preparation, safeguarding language, privacy boundaries, and optional author session.

Format promise

READER PROMISE *Read when you need to search and see. Listen when life is moving. Write when meaning needs room. Gather when discernment benefits from generous community. Keep print when the work deserves a lasting place in your library.*

2. The 12–20 minute listening chapter

A concise chapter respects commuting, walking, household rhythms, clinical and professional transitions, prayer time, and screen-free reflection. Each chapter must still feel complete: one central movement, one emotional arc, one disciplined distinction, and one practical landing place.

Time	Movement	Production requirement
0:00–1:30	Arrival	Brief music bed if licensed; title; welcome; settle the listener; no crowded introduction
1:30–4:00	Recognition	Name one lived tension, image, story, or question without overexplaining
4:00–9:00	Development	Teach one idea; distinguish evidence, testimony, interpretation, and discernment
9:00–13:00	Integration	Connect Scripture, context, responsibility, emotion, and lived practice
13:00–16:00	Guided reflection	Two or three prompts with real silence; invite writing only when safe
16:00–18:00	Prayer and response	Non-coercive prayer; one proportionate next action; closing orientation
18:00–20:00	Optional extension	Longer silence, testimony, source note, or transition to companion

Writing and vocal direction

- Write for the ear: one principal idea per sentence, concrete nouns, measured repetition, and audible transitions.
- Use a calm, warm, intelligent, unhurried delivery. Allow prophetic warmth without manufactured intensity.
- Do not use background music beneath dense teaching, Scripture citation, safety language, or emotionally weighty testimony.
- Mark silence precisely. A five-second pause is different from a thirty-second reflection window.
- End every chapter with one faithful, proportionate, possible response rather than a demand for instant certainty.

3. The digital reflection companion standard

Required element	Minimum standard	Quality test
Scripture	Two to four references, context note, translation named when quoted	Reference verified; application does not exceed context
Questions	Recognition, reflection, discernment, and response prompts	Open, specific, non-leading, and usable privately
Exercise	One concrete mapping, sorting, timeline, inventory, or decision practice	Can be completed in 10–20 minutes without special materials
Prayer	Brief, non-coercive, faithful to the chapter, with room for silence	Invites rather than presumes God's specific instruction
Journaling space	At least one full writable page per chapter in print/PDF	Readable, uncluttered, and sufficient for actual use
Next action	One action, conversation, boundary, experiment, counsel request, or service step	Proportionate, ethical, time-bound, and reviewable
Safety note	Confidentiality, medical/mental-health, spiritual-care, and urgent-support boundary where relevant	Placed where needed, not hidden only in legal text

4. Premium print as an experience

Print is not a residual format. It is the tactile, ceremonial, archival, and communal expression of the work. Premium print should feel worth keeping, giving, displaying, annotating, and placing at the center of a gathering.

Use	Recommended expression	Supporting asset
Book party	Hardcover, signed bookplate, reading card, discussion card, wordless table visual	Host guide and event run of show
Gift	Gift-ready wrap or sleeve, personal inscription space, audio access card	Recipient welcome letter
Commemorative release	Numbered or dated edition, founder essay, archival photography or wordless art	Provenance and edition record
Program or retreat	Durable hardcover or lay-flat companion, tabs, generous writing space	Facilitator guide and session plan
Personal library	Coherent spine system, series mark, premium paper, durable binding	Collection map and reading pathway card

Print production checklist

- Confirm trim, paper, binding, spine width, color profile, bleed, safe area, barcode, imprint, copyright, ISBN, edition statement, and proof copy.
- Inspect cover under warm and cool light. Inspect every interior page at 100 percent and as imposed spreads.
- Confirm QR or short links resolve to durable owned destinations and provide a typed alternative.
- Keep access to audio independent of the printed book when accessibility or account recovery requires it.
- Archive final interior PDF, cover PDF, editable master, fonts and licenses, print specification, proof approval, and release record.

5. Seven themed pathways

Professional Calling: Calling and Convergence

Professionally accomplished women discerning how preparation, faith, lived experience, and responsibility converge.

Pathway promise: Name the pattern. Test its meaning. Choose one proportionate response.

Scripture anchors: Romans 12:2, Ephesians 2:10, Proverbs 3:5–6.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

Prophetic Formation: Prophetic Formation Immersion

Readers learning to hear, test, mature, and steward spiritual impressions with humility and accountability.

Pathway promise: Hear. Discern. Respond. Steward.

Scripture anchors: 1 Thessalonians 5:19–22, 1 Corinthians 14:3, James 3:17.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

Leadership: To Lead Is to Follow First

Leaders, founders, educators, clinicians, and emerging leaders forming authority through service.

Pathway promise: Let service, character, and responsibility shape authority.

Scripture anchors: Mark 10:42–45, John 13:12–15, Micah 6:8.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

Spiritual Identity: The Prophet Who Has Come Home

Readers integrating identity, belonging, faith, intellect, history, and calling.

Pathway promise: Return without shrinking. Belong without fragmenting.

Scripture anchors: Isaiah 43:1, Galatians 2:20, Psalm 139:13–18.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

Transitions: Becoming Through Alignment

Readers moving through endings, thresholds, relocation, role change, or expanding assignment.

Pathway promise: Treat the threshold as a place of formation.

Scripture anchors: Isaiah 43:18–19, Ecclesiastes 3:1, Psalm 37:23–24.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

Grief and Redemption: The Tender After

Readers carrying grief, disappointment, rupture, or a life being remade with tenderness.

Pathway promise: Honor loss without surrendering the possibility of redemptive meaning.

Scripture anchors: Psalm 34:18, Isaiah 61:1–3, Romans 8:28.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

Assignments to Nations: Form Me as You Send Me

Readers discerning cross-cultural, public, institutional, or international service.

Pathway promise: Let formation precede reach and stewardship accompany sending.

Scripture anchors: Matthew 28:18–20, Acts 17:26–27, Micah 6:8.

- Entry: one free narrated chapter and a one-page reflection invitation.
- Core: audiobook and e-book bundle with a complete pathway companion.
- Continuity: a facilitated circle, founder letter, and next pathway recommendation.
- Premium: hardcover collection, author conversation, retreat, cohort, or organization experience as appropriate.

6. The monthly continuity model

The book club is the continuity engine. Each month offers one complete digital book or guided audio experience, one companion, one founder communication, one facilitated reflection opportunity, and one clear bridge to deeper participation. Readers may join at any point without being made to feel behind.

Month	Experience	Central question
January	Calling and Convergence	Professional preparation and the pattern emerging beneath it.
February	The Whole Heart	Intellect, emotion, embodiment, relationship, and spirit held together.
March	Watchfulness and Wise Counsel	Discernment, restraint, timing, responsibility, and counsel.
April	Becoming Through Alignment	Values, resistance, relationship, and deliberate movement.
May	The Research Table Has No Address	Inquiry, vocation, place, collaboration, and service.
June	Prophetic Formation Immersion	Hearing, testing, maturing, and stewarding.
July	To Lead Is to Follow First	Authority formed through service, character, and accountability.
August	The Prophet Who Has Come Home	Identity, belonging, return, and integration.
September	The Small Key and the Widening Field	Small obediences, expanding consequence, and patient scale.
October	The Tender After	Grief, gentleness, repair, and redemptive possibility.
November	Form Me as You Send Me	Formation, nations, culture, responsibility, and faithful presence.
December	A Year in Convergence	Review, testimony, evidence, discernment, gratitude, and next steps.

Monthly release rhythm

Week	Release	Community movement
Week 1	Founder letter, e-book or guided audio, quick-start card	Arrive and name the present question
Week 2	Companion practice and short video	Recognize and reflect privately
Week 3	Facilitated circle or asynchronous discussion	Discern with context, counsel, and generous boundaries
Week 4	Closing audio, next-action review, testimony invitation	Respond, review fruit, and continue without pressure

Continuity ladder

- Public excerpt → complete bundle → member reflection → facilitated circle → course or cohort → retreat or premium collection.
- Every transition must explain the benefit, time commitment, price or access requirement, privacy implications, and whether participation is educational, spiritual, professional, clinical, or commercial.
- A reader may remain at the open-access or monthly-book level indefinitely. Deeper invitations must not diminish the value of the current level.

7. Production, rights, and release workflow

Stage	Owner decision	Required evidence
Editorial lock	Text, Scriptures, sources, testimony permissions, distinctions	Approved manuscript and source record
Audio preparation	Pronunciations, pacing, breaths, pauses, music, chapter boundaries	Marked narration script
Recording	Room, microphone, levels, file naming, backups, retake method	Unprocessed masters and session log
Post-production	Edit, noise treatment, loudness, metadata, transcript sync	Edited masters and QC report

Stage	Owner decision	Required evidence
Companion	Prompts, exercises, prayer, writing space, next actions	Editable master and verified PDF
Distribution	Store files, access controls, pricing, tax, delivery, recovery	Distribution package and test purchase
Publication	Site route, accessibility, links, analytics, legal and privacy	Release record and direct-route verification

Audio file and archive standard

- Preserve unprocessed WAV masters, edited WAV masters, distribution files, transcript, cue sheet, metadata, cover art, permissions, and quality-control notes.
- Use stable names: Series_Book##_Ch##_ShortTitle_vYYYYMMDD_Status.ext.
- Maintain at least two controlled backups and a rights record for music, quotations, images, voices, and third-party contributions.
- Do not train, clone, synthesize, or repurpose Dr. Brown's voice without separate explicit authorization, defined purpose, review, disclosure, and revocation controls.

8. Release acceptance standard

- The complete audiobook, e-book, companion, transcript, cover, metadata, and delivery links agree on title, chapter order, author, edition, and claims.
- Every audio chapter falls within its declared duration and has been heard on headphones, phone speaker, and a common room or vehicle speaker.
- Every Scripture reference, name, credential, pronunciation, quotation, source, and call to action has been verified.
- Every document page has been inspected for clipping, overflow, blank anomalies, orphaned headings, table errors, image artifacts, and unreadable contrast.
- Every Site route loads directly, works on mobile, preserves existing content, retains legal and privacy pathways, and offers visible keyboard focus.
- The release record states what was published, where, when, by whom, from which approved source, and how rollback or correction will occur.