

F*** the Rules

Why we broke

~~10 Rules~~

for selling books
online



1 Search

The image shows three overlapping screenshots of e-commerce search interfaces, set against a background of a modern library with high ceilings and metal bookshelves. The top screenshot is for Amazon.co.uk, the middle for Barnes & Noble, and the bottom for Kobo. At the very bottom, there is a screenshot of the iTunes application interface.

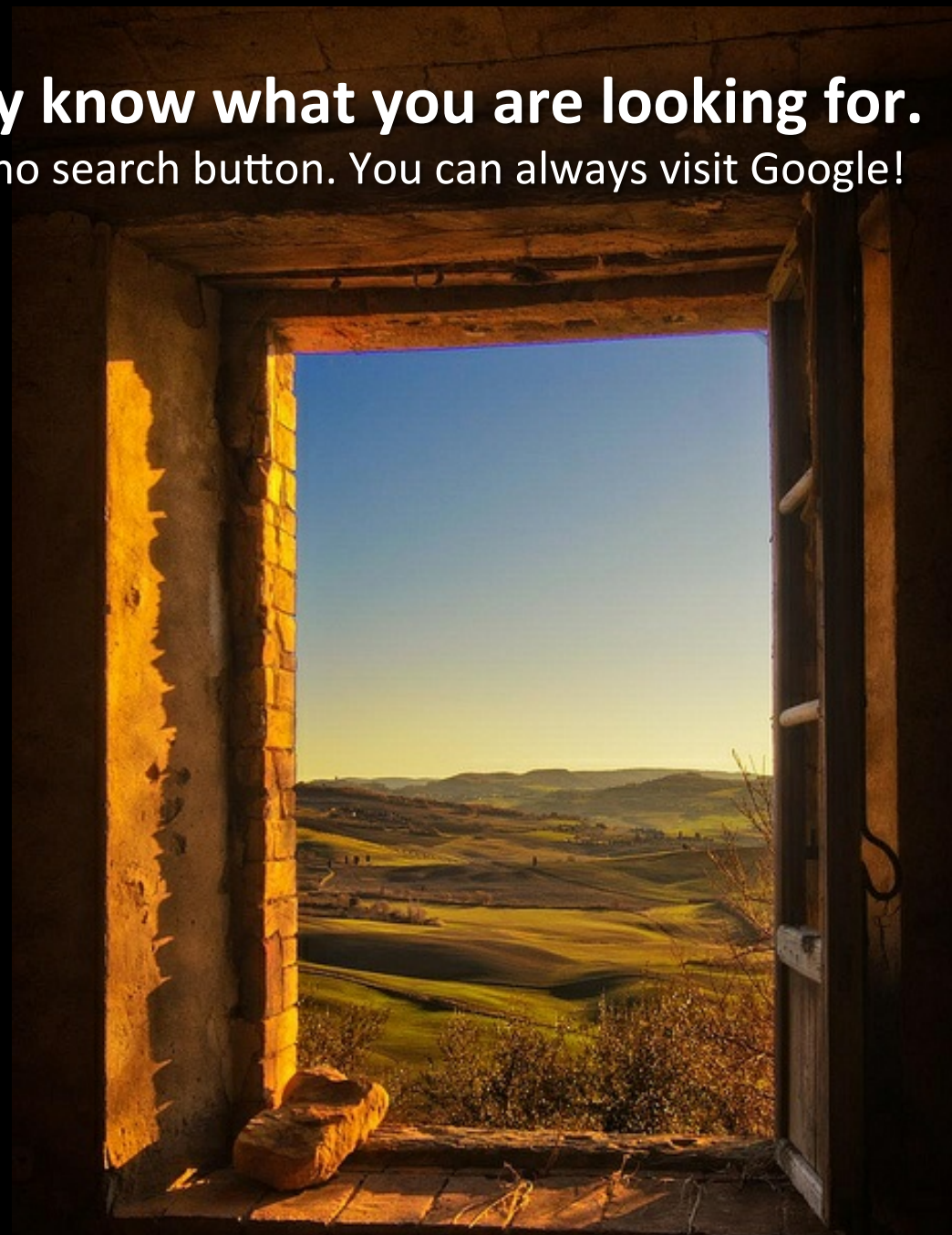
amazon.co.uk
Hello Andrew A. Rhomberg. We have [recommendations](#) for you. ([Not Andrew?](#))
[Andrew's Amazon.co.uk](#) | [Today's Deals](#) | [Gift Cards](#) | [Gifts & Wish Lists](#)
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eBooks [v] [GO]

File Edit View Controls Store Advanced Help iTunes
[Navigation icons] [Apple logo] [Search S...]

Search means you already know what you are looking for.
Jellybooks is all about discovery, so no search button. You can always visit Google!



2 Visual Bombardment

Books

Fiction
Nonfiction
Arts & Entertainment
Biography
Business & Finance
Children's eBooks
Comics & Graphic Novels
Computers & Internet
Crime, Thrillers & Mystery
Fantasy
Food & Drink
History
Home & Garden
Humour
Medicine
Politics & Current Affairs
Reference
Religion & Spirituality
Romance
Science & Nature
Science Fiction
Self Help & How To
Sports
Travel & Holiday

Top 100 Paid



1. 67 days in the top 100
Fifty Shades of Grey
E. L. James
★★★★☆ (576)
Available for download now
£2.69



2. 66 days in the top 100
Fifty Shades Darker
E L James
★★★★☆ (73)
Available for download now
£3.09



3. 65 days in the top 100
Fifty Shades Freed
E L James
★★★★☆ (72)
Available for download now
£3.47

Top 100 Free



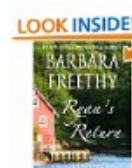
1.
Natural Causes (The Inspector McLean Mysteries)
James Oswald
★★★★★ (13)
Available for download now

Free



2.
Golden Lies
Barbara Freethy
★★★★☆ (33)
Available for download now

Free

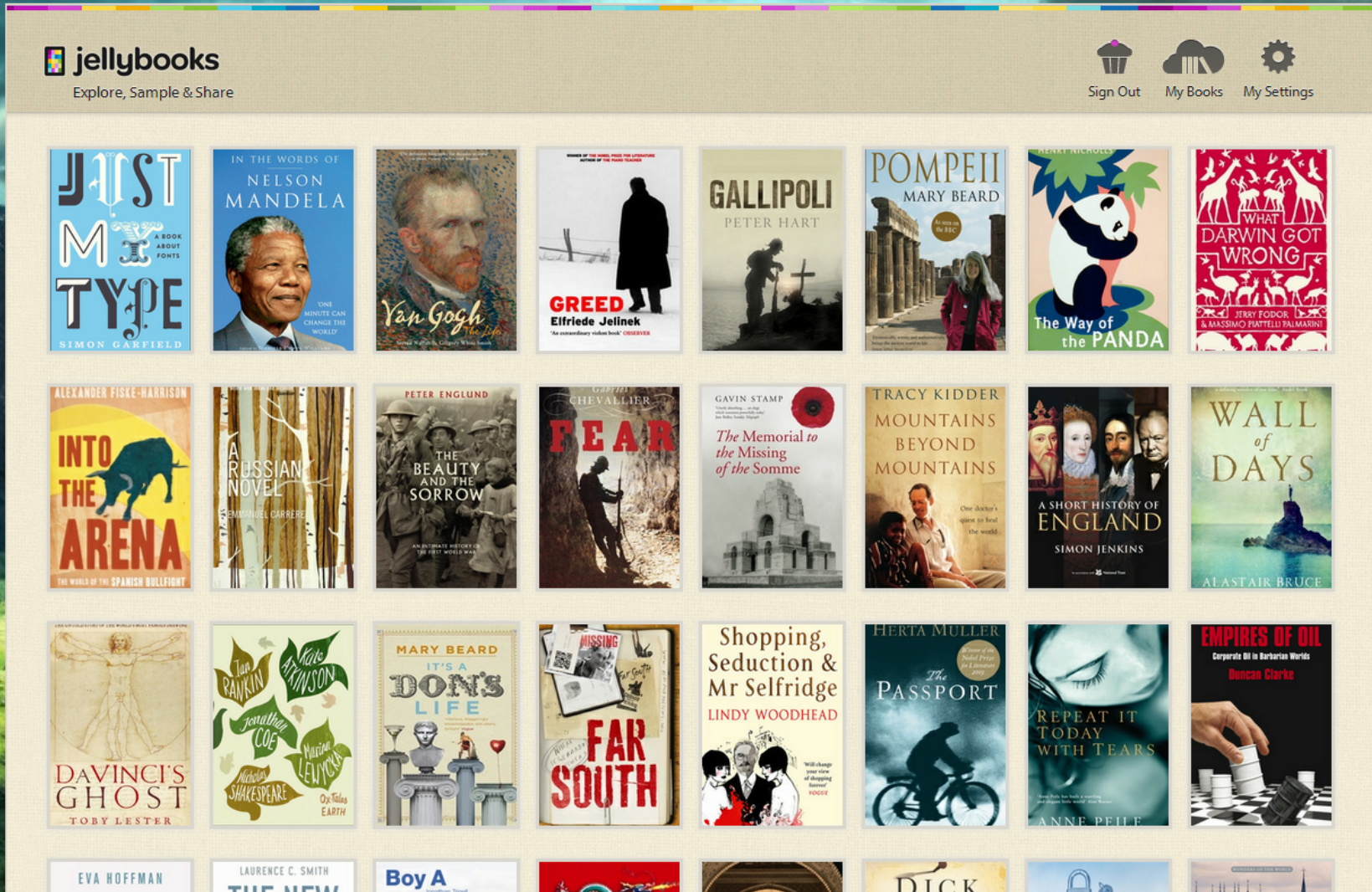


3.
Ryan's Return
Barbara Freethy
★★★★☆ (110)
Available for download now

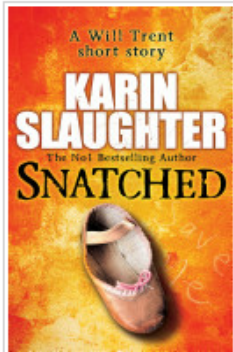
Free

We DO judge a book by its cover!

Jellybooks tries to create online the serendipity and fun of a real bookstore.



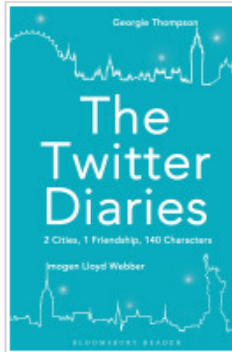
3 Price Labels



Snatched

KARIN SLAUGHTER

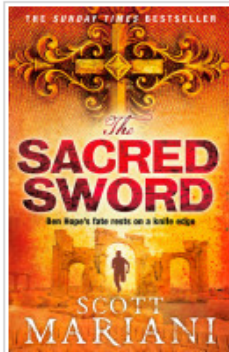
UK£1.49 BUY



The Twitter Diaries...

GEORGIE THOMPSON, IMC

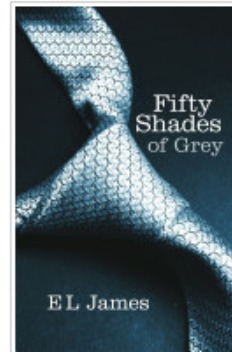
UK£4.68 BUY



The Sacred Sword

SCOTT MARIANI

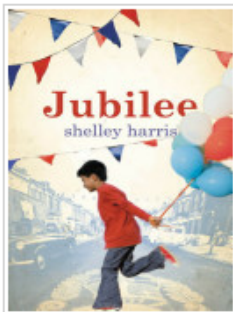
UK£4.99 BUY



Fifty Shades of Grey

E L JAMES

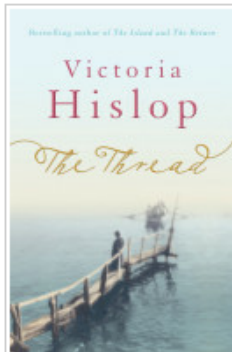
UK£2.99 BUY



Jubilee

SHELLEY HARRIS

UK£6.99 BUY



The Thread

VICTORIA HISLOP

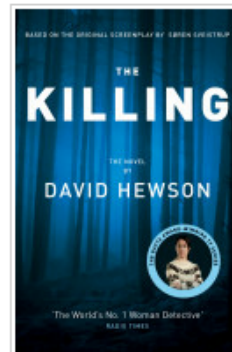
UK£4.99 BUY



Tiger Wars: The F...

STEVE BACKSHALL

UK£5.99 BUY



The Killing

DAVID HEWSON

UK£6.02 BUY

Do you really decide what book to read based on price?

At Jellybooks we show only title, author and synopsis. This is our Reinheitsgebot!

The screenshot shows the Jellybooks website interface. At the top left is the logo "jellybooks" with the tagline "Explore, Sample & Share". On the top right are navigation icons for "Sign Out", "My Books", and "My Settings". The main content area features a modal window for the book "A Russian Novel" by Emmanuel Carrère. The modal includes the book cover, a synopsis, and three action buttons: "Sample", "Share", and "Deal". The background shows a grid of other book covers, including "Into the Arena", "Da Vinci's Ghost", "Time", "Wall of Days", "Empires of Oil", and "St Pancras Station".

jellybooks
Explore, Sample & Share

Sign Out My Books My Settings

A Russian Novel

By Emmanuel Carrère

Born with ideas and impostor syndrome

A RUSSIAN NOVEL

EMMANUEL CARRÈRE

In all his work, the critically acclaimed Emmanuel Carrère has trained his unblinking gaze on the lives of others as they fight a losing battle with that most fearsome of adversaries: the self. Now, determined to escape the bleak visions of his narratives, he takes on a film project in the heart of Russia, while also embarking on a new love affair back home in Paris; but soon enough, the diversion he seeks eludes him, intimacy proves too arduous and Carrère is left peering into the dark mirror of his own life. Set in Paris and Kotelnich, a small post-Soviet town, *A Russian Novel* traces Carrère's pursuit of two obsessions: the disappearance of his Russian grandfather and his fascination with a woman he loves but cannot keep from destroying. Elegant and passionate, *A Russian Novel* weaves the strands of Carrère's story into a travelogue of a journey inward. Road trip,...

Sample Share Deal

DAVID SMITH ROBERT IRWIN JAMES SHARPE KARRIE FEARSON AND NEIL THOMAS

WALL of DAYS
ALASTAIR BRUCE

EMPIRES OF OIL
Corporate Oil in Barbarian Worlds
Duncan Clarke

St Pancras Station
SIMON BEADLEY

4 Categories

amazon.co.uk

Shop All Departments 

Books

New Arrivals

Last 30 days (47,023)

Last 90 days (151,853)

Next 90 days (4,517)

Department

Books

- Art, Architecture & Photography (20,112)
- Biography (63,659)
- Business, Finance & Law (103,737)
- Calendars, Diaries, Annuals & More (767)
- Children's Books (44,250)
- Comics & Graphic Novels (7,343)
- Computing & Internet (34,522)
- Crime, Thrillers & Mystery (67,419)
- Fantasy (38,467)
- Fiction (442,234)
- Food & Drink (16,159)
- Gay & Lesbian (10,418)
- Health, Family & Lifestyle (135,693)
- History (123,598)
- Home & Garden (23,848)
- Horror (22,956)
- Humour (33,524)
- Languages (7,617)

An online bookshop is not a mail order catalogue.

Jellybooks features no categories or lists, just tabs for favourite topics & genres.

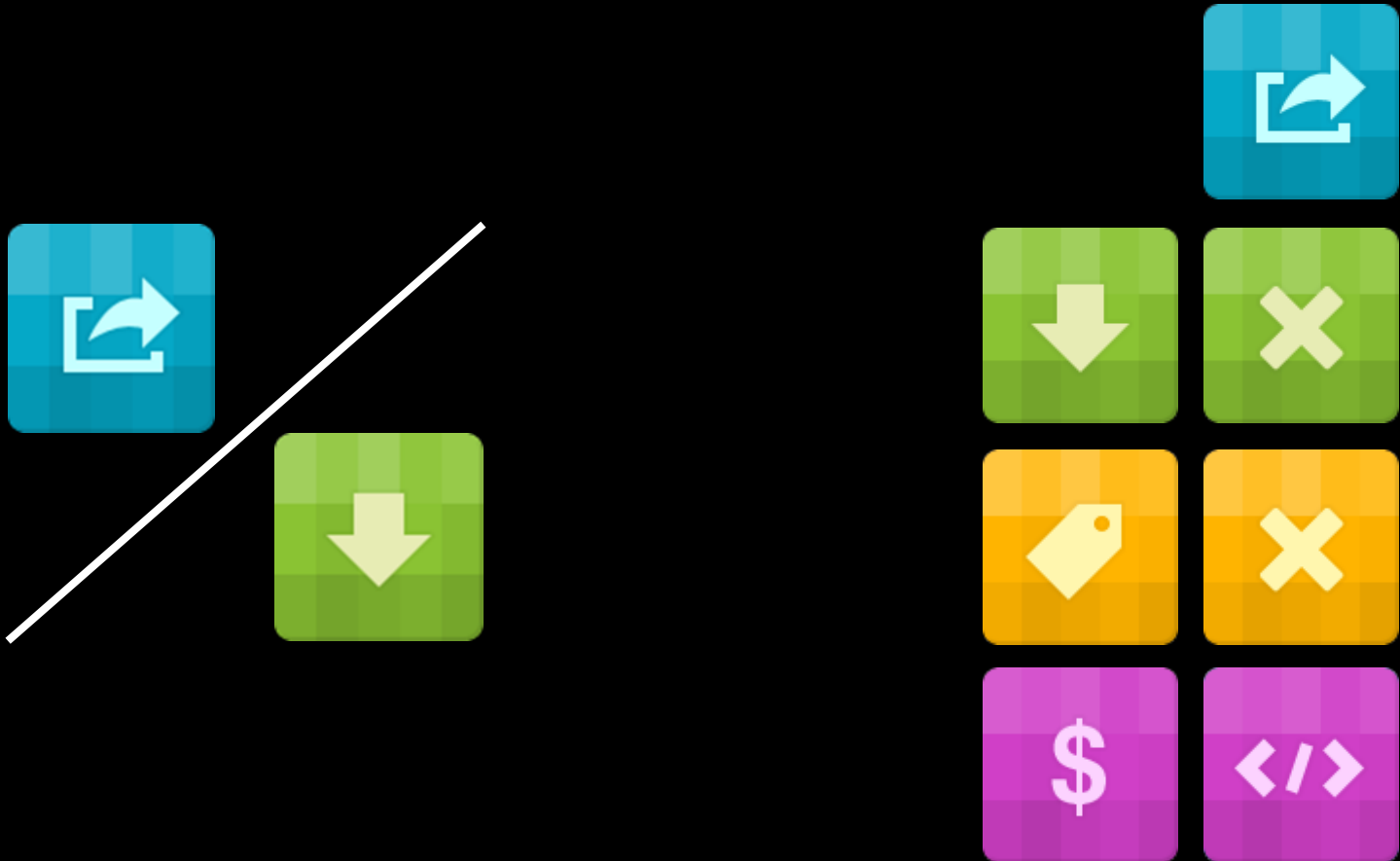
The screenshot displays the Jellybooks website interface. At the top left is the Jellybooks logo with the tagline "Explore, Sample & Share". To the right are navigation icons for "Sign in", "My Books", "My Settings", and "Help". Below the navigation is a horizontal menu with four tabs: "Novels", "SciFi", "Romance", and "Crime". The main content area is a grid of 24 book covers arranged in three rows and eight columns. The covers include titles such as "Disaster Was My God" by Bruce Duffy, "The Good Plain Cook" by Bethan Roberts, "the pools" by Bethan Roberts, "Black Rock" by Amanda Smyth, "Now You See Him" by Eli Gottlieb, "Whatever" by Michel Houellebecq, "Greed" by Elfriede Jelinek, "The Book of David" by Danny King, "We Need to Talk About Kevin" by Lionel Shriver, "A Very British Coup" by Chris Mullin, "Broken Glass" by Alain Mabanckou, "The Loss Adjustor" by Aiferic Campbell, "The Secret Lives of Baba Segi's Wives" by Lola Shoneyin, "The Book of Disquiet" by Fernando Pessoa, "Seconds Out" by Martin Kohan, "The Mistress of Nothing" by Kate Pullinger, "Repeat It Today with Tears" by Anne Peile, "The Passport" by Herta and Paul Amirian, "Let Them Come Through" by Neil Forsyth, "Stairway to Hell" by Charlie Williams, "Bad Penny Blues" by Cathi Unsworth, "The Interrogative Mood" by Padgett Powell, "A Russian Novel" by Emmanuel Carrère, and "Elliot Allagash" by Simon Rich.

5 Ratings



Are ratings unbiased and reliable? Probably not!

It's all about the data. Lets pay attention to what people do, not what they say.



6 Lock-in

DRM
even on previews.

Proprietary
file formats.

Gated
Access.



Open is better. Free like a bird.

For a book to go viral let readers use

DRM-free previews (first 10%)

Any social network

Any reading app

Any device



7 Sticky websites



Why not open our tools and platform to everyone?

Let any author, blogger, journalist or publisher freely use our sample + share button

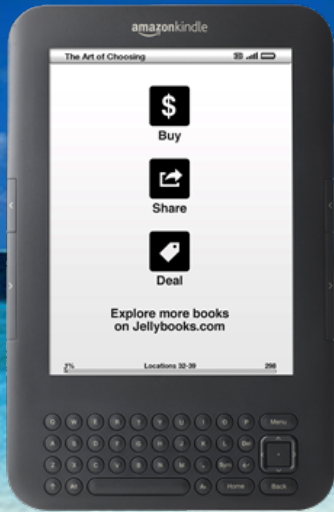


invites at
vip.jellybooks.com

8 Show-rooming



Show-rooming is not evil. Being deprived of data is evil.
Data leads to personalized recommendations and allows targeted deals.



9 Cheap



99¢
DREAMS

A red neon sign with the text "99¢ DREAMS". The sign is illuminated with a bright red light, and the background is dark. The sign is mounted on a wall, and there are some circular objects visible in the foreground, possibly part of a display or a window.

Cheap is just cheap. What is sweet, is getting a deal.
Sweet deals are targeted promotions + earn a group discount by sharing.

The screenshot shows the Jellybooks website interface. At the top left is the logo "jellybooks" with the tagline "Explore, Sample & Share". On the top right are icons for "Sign Out", "My Books", and "My Settings". The main content area is a grid of book covers. A central popup window is open, featuring the book "Empires of Oil" by Duncan Clarke. The popup has a close button (X) in the top right corner. The book cover shows a hand moving a stack of oil barrels on a checkered floor. The text in the popup reads: "Sweet deals! ebooks at 1/2 price – just like getting candy". Below this, it explains: "By pressing the deal button, you have asked Jellybooks to organize a 1/2 price deal. You have also been added to the mailing list and will be alerted when there is a 1/2 price deal for this title. Sweet!". Further down, it says: "The more readers tag the same book, the sooner there is a deal. It is OK to tag multiple books and to ask others to tag books, too. Share and be rewarded together! There is NO COMMITMENT to participate in a deal!". At the bottom of the popup are four buttons: "Sample" (green), "Share" (blue), "Remove" (orange), and "Buy" (purple).

10 Deus ex machina



@andyroberts_uk



@madebysplendid



@jamiebrooker



@johanbrand



@ismasan



@sidane7



@gwynmorfev



@arhomberg

@Jellybooks