Studio B
Learning Services & Products
Why Choose Studio B?

**Studio B authors are the true experts** – the best-selling book authors and in-the-trenches experts you see on the bookshelf, in the classroom, and out in the field. We’ve been building our network of authors and subject matter experts (SMEs) since 1995.


“They were organized, efficient, and outstanding communicators. We hit some difficult spots over the course of the project, but I could always count on the Studio B team to work through the challenges, changes, and often chaotic circumstances in a timely and professional manner. The bottom line is that my Studio B colleagues care. They care about people. They care about clients. And they care about the quality of their work. You can’t ask for more than that.”

Philip Graham, President Perspectives, Inc.
Learning Services Products & Projects

Studio B provides authors and SMEs for:

- Online, on-ground, and blended courseware for higher education clients.
- ILT-style and e-Learning-style courseware for corporate clients.
- Custom textbooks, workbooks, student manuals, and instructor guides for both education and corporate clients.
- Independent Technical Review (ITR) of course materials, text materials, and learning products.
- Certification exam prep materials, exam item writing, and exam review sessions.
- Updates, revisions, and adaptations of existing materials for new clients, markets, or courses.
- Instructional Design services for both academic and corporate courseware clients.

“Desperate times call for desperate measures. Desperate times separate great vendors from good vendors. At a critical juncture of product development, I turned to Studio B to drive a significant amount of courseware development in cyber-security for me. The deadlines were tight and the project required a high degree of diligence, expertise, and professionalism. Studio B came through on all three counts, helping us deliver a world-class curriculum in record time for a reasonable budget, I highly recommend their services!”

Christopher Will
Sr. VP, Curriculum Solutions
Jones & Bartlett Learning
Studio B SME Management Service

Studio B can provide authors and SMEs for learning products and services projects with or without our SME Management Service built in.

All Studio B Learning Services Projects include:

• Recruiting of quality candidates to complete the work
• Invoicing
• Author payments and tax reporting
• Author contracting/contract negotiation
• Replacing authors (when necessary)
• Facilitating communication

Studio B SME Management Service also includes:

• Author ramp-up/orientation as needed
• Deliverable and deadline scheduling (if needed)
• Management of author schedules/deadlines for on-time delivery
• Hands-on troubleshooting of author issues
• Hands-on troubleshooting of delivery or quality issues
• Plagiarism scanning
Contracting Models

Work-For-Hire Model
Studio B can provide authors and SMEs through a Work-For-Hire Model. Under this model, Studio B would handle contracts, invoicing, payments, and 1099 reporting for all authors assigned to the work. Our clients retain all rights to the completed work and no royalties will be involved. Under this model, Studio B SME Management services are typically built in for smoother project flow, more efficient troubleshooting when issues arise, and more hands-on management of authors and schedules. Studio B SME Management is not required for the Work-For-Hire Model but highly recommended for projects with multiple authors, multiple concurrent deliverables, or intensive schedules.

Royalty Model
Studio B can provide authors and SMEs through a Royalty Model. The Royalty Model is the standard model most clients have encountered in book publishing whereby an advance against royalties is paid prior to publication while the author is completing the work. After publication, royalties are calculated based on sales and after the advance is earned out, the author will earn additional royalties from sales of the work. Studio B negotiates and facilitates the contracting between the client and the author and receives an agency commission of 15% under the Royalty Model. The author may or may not retain rights to the work, depending on the terms negotiated. Studio B SME Management is typically not included in the Royalty Model but can be built in for an additional fee.

Blended or Custom Model
Studio B can provide authors and SMEs through a customized or blended model to best fit the client’s needs. This customized model may include elements from either of the above models or additional services as required by the client. Our goal is to be able to provide our services in a way that best meets your needs and results in the best quality content.
Topic Areas

Studio B can provide authors and SMEs for a variety of topic areas such as Business, Technology, Science and Mathematics, Medical, and Arts. We can cover virtually any topic for virtually any audience, whether academic, corporate, end-user, or developer.
Business

- Project Management
- Business writing and reporting
- Legal
- Sales and business development
- Marketing
- Interactive Marketing
- Business Intelligence
- Search Engine Optimization (SEO)
- Real Estate
- Human Resources
- Telecommunications
- Business Process Management
- Content Management
- Manufacturing/ Supply Chain
- POS implementation and training
- Business automation
- Branding and corporate identities
- eCommerce
- Financial systems and management
- Quickbooks
- Quicken and more.
Technology

- Information Security
- Microsoft technologies
- IBM technologies
- Apple technologies
- Amazon Web Services technologies
- Adobe technologies
- Open Source technologies
- Programming languages and IDEs

- Application and web development
- SDLC
- Operating systems
- Networking
- Mobile development/ mobility
- Embedded systems
- Enterprise systems
- Cloud computing
- End-user training and more
Science & Mathematics

- Sociology
- Clinical Psychology
- Biology
- Anthropology/Evolution
- History
- Human development
- Urban development
- Statistics
- Economics
- Education techniques and principles

- Engineering
- Chemistry
- Aeronautics
- Aviation
- Physics
- Artificial Intelligence
- Biotechnology
- Nanotechnology
- Research
- Taxonomy and more
Medical & Healthcare

- Electronic medical records
- Health Information Technology
- Medical office management
- Eclipsys
- Epic
- Nursing
- Medical animation and models
- PACS (Picture Archive Communication System)
- HIPPA and compliance
- Healthcare Administration
- Implementation of Healthcare systems
- Nutrition
- Veterinary
- Psychiatry
- Genetics
- Patient Education Materials
- Medical systems/ process training and more
Art & Design

- Grammar/ Writing
- Graphics
- Game design
- Game programming
- Visual computing
- Animation
- Animation and graphics software
- Photography
- Visual effects for film/video
- Audio production and technology
- Film production and editing
- Interior design and more
About Studio B

Founded in 1995 by Sherry and David Rogelberg, Studio B has been helping companies like IBM, Intel, Lionbridge, CBSi, Microsoft, First Data, Pearson, Jones & Bartlett, Wiley, and O’Reilly create and deliver great content as well as marketing, learning, and training solutions.

Studio B is a certified Women’s Business Enterprise (WBE) and has twice appeared on the *Inc. 500 Company* list.

To discuss your learning product needs today, contact me at:

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