



STARTER KITS

<p>Amazon Ads</p> <p>Amazon has created one of the few directly measurable marketing strategies. Let us manage your ads for as long as you'd like to promote your book. You will see the visible results bi-weekly. (LOB)</p>	<p>\$300 mgt fee + your mo. Budget/suggest \$500 for two months</p>
<p>Facebook Page Creation & Campaign</p> <p>Creation of book's Facebook page, and monthly maintenance for six months, adding new relevant material several times a week. You can also set a fixed budget for Facebook advertising to promote the page. (CLW)</p>	<p>\$2250</p>
<p>Twitter Double UP Campaign + Email & Graphic</p> <p>Twitter Double Up promotion for one month to 730,670 followers. 20 Tweets a day and a guaranteed 2,000 visitors to your book page on Amazon. This service includes a graphic created for Twitter, advice on Tweet creation and rotation and campaign advice to maximize sales. + An email with your book to 10,000 avid readers. (LOB)</p>	<p>\$400</p>
<p>Premium+ Service</p>	

<p style="text-align: center;">Skype Interview</p> <p>You have the option of a video recording that shows only you being interviewed by someone off screen, or a split screen between you and the interviewer. The interview lasts 5 minutes. The video is NOT a live event, but a recording that will have minor edits that add a professional quality to the video by adding your name and URL as text in a lower third of the screen and the book cover intermittently throughout the video and at the end with the final call to action. Includes distribution to 25 sites. A list of the sites can be provided upon request within one week of upload. (LOB)</p>	<p>\$1500</p>
<p style="text-align: center;">Basic Book Trailer</p> <p>A short video that includes your book cover, a short and enticing book description, a single stock image, and stock music from an online library. (LOB)</p>	<p>\$200</p>
<p style="text-align: center;">Full Book Trailer</p> <p>Trailer services can be tailored to your specific needs and requests, but can include: Stock photography, photos from the book, text, music and stock footage at the discretion of the video editor. You will provide project information and bullets for distribution purposes. We will provide information about how the process works. Multiple rounds of edits are included as well as distribution to 35 websites. (COS)</p>	<p>\$1000 - \$2400</p>
<p>Press Release send to Story Merchant's personal list of 500 reviewers. Additional email blasts (2) to 800,000 readers. Follow up posts via Facebook & Twitter, and additional advice on your book's sell page presentation. (SM & LOB)</p>	<p>\$500</p>

VISUAL MARKETING

<p>Press Release Soliciting Reviews</p> <p>Creation of a professional letter requesting reviews from professional reviewers requesting to review on Amazon, social media, blogs if they have them, GoodReads or the bookseller of their choice. We will tweet all positive posts wherever they put it up. (COS)</p>	<p>\$200</p>
<p>Virtual Author Book Tour</p> <p>The virtual tour includes:</p> <ul style="list-style-type: none"> • Blog tours in which you are invited to be a guest on several book blog sites. • Interviews with Q&A for you on Reader's Entertainment magazine, blogs and social media sites. • Q & A event on GoodReads for a week that is cross promoted via Twitter. • A live radio interview that will, once completed, be turned into a podcast and distributed online. • Week-long Twitter party with book giveaway. Then one week of scheduled tweets on the COS Twitter profile. • Creation and promotion of a book or series specific Pinterest board with cross promotion on Twitter and Facebook. • Video book review created and posted to Amazon. (COS) 	<p>\$2250</p>
<p>Online Presence Analysis</p> <p>An assessment of your current online profile so you can make the appropriate adjustments to optimize its usage. (COS)</p>	<p>\$300</p>

<p>Facebook Campaign & Blog Site Creation</p> <p>Same construction and six-month maintenance of Facebook Page & Campaign, plus the creation and maintenance of an author/book blog via the blog-building site Blogger, with monthly maintenance for six months, adding new relevant material several times a week. (CLW)</p>	<p>\$3000</p>
<p>LinkedIn Campaign</p> <p>One month posting weekly blogs, maintenance, outreach to appropriate contacts. Let industry professionals like editors, practitioners, librarians to booksellers know about your book. (CLW)</p>	<p>\$1500</p>
<p>Twitter Campaign</p> <p>Twitter promotion for one month to 727,272 followers. Guaranteed 1,400 visitors to your book page on Amazon. This service includes a graphic created for Twitter, advice on Tweet creation and rotation and campaign advice to maximize sales. (LOB)</p>	<p>\$400</p>
<p>Author Remake</p> <p>Alinka Rutkowska's mastermind reveals the three secrets to creating a successful author career:</p> <ol style="list-style-type: none"> 1) How to position your book so that it becomes a #1 best-seller. 2) How to launch the book so that it stays a best-seller. 3) How to turn your reader into a lifetime fan so that you keep releasing bestsellers. (AR) 	<p>\$997</p> <p>One-time fee for unlimited group meetings every 10 days until you succeed.</p>

INTERNET & SOCIAL MEDIA SERVICES

NetGalley Ad Placement

NetGalley is a service to promote and publicize books to readers of influence, like active reviewers, bloggers, journalists, librarians, booksellers, and educators. Your book will be made visible to these groups for one month, at the conclusion of which you will receive analytics on the success of the ad and the appeal of your book based on its various elements, like cover, title, and description. (KJA)

\$100

AD PLACEMENTS

Ingram Advance Catalog Ad

If your book is listed under our account with Ingram, we can submit your book for placement into Ingram's monthly Advance Catalog, sent every 5 weeks to the top 7,000 book retailers in the country, as well as 30,000 additional buyers. This catalog is used by retailers to place orders of wholesale books for stocking their shelves. (KJA)

\$170