



Book Marketing Services

Back of Book Blurb Content Development

Have you written all the wording to go on the back of your book? It can be a struggle to promote your book to your target audience, especially when you know just how important a piece of marketing space the back of your book really is. You only have a few minutes to capture your reader's attention and let them know what your book is about and why it's better than other books in your genre. Let us take care of the work of condensing all your words of brilliance into a paragraph or two for the back of your book.

What's included:

Provide us with your ideas to edit or we can start from scratch, providing:

- ✓ creation of the content/review for information/education/entertainment/interest
- ✓ analysis of readability and layout
- ✓ analysis of spelling and grammar.

You provide existing media files and bio photos.

We offer two edits for revision to bring you to a finished product ready for the next step, the graphic design process.

Pricing:

The Back of Book Blurb Content Development service fee is \$310 (inc GST). We provide you with an enticing blurb to promote your book and have the reader wanting to read more. Two revisions included.



About the Author Content Development

Your readers want to know about you: who you are and why you were drawn to write this book. We know it is super hard writing about yourself and your own achievements, but you are not on your own. Do you want to be perceived as an expert or a dear friend chatting away over a cuppa? We can develop short and long bios for you to use wherever you need. Reach the right audience with professional content directly targeted to your readers.

Your long bio could be an About the Author page in your book or on your website. Your short bio is designed for use on the back of your book. This is a small space that needs to communicate well and share a consistent message about who you are and why you are qualified to write your book. This one can be reused again and again – at the bottom of press releases, as a blog bio and for social media profiles. Talk about multi-purposing content!

What's included:

Short and long bio development. To develop your biography content for you, we:

- ✓ collect and collate your history from your CV, references, testimonials, etc
- ✓ research and analyse your roles
- ✓ develop the biography in a long version for your About the Author page in your book or on your webpage
- ✓ create a short version for blog bios, press releases and back of book.

You use the bio pieces wherever it suits you – the options are endless!

Pricing:

The About the Author Content Development service fee is \$375 (inc GST). The service involves research, analysis and clarification of your history to develop your biography content for you. Two revisions included.



Webpage Content Development

Websites are the digital face of your book business. Make sure yours is communicating well! How many readers will pass by your website due to cluttered language, sloppy cut and paste layout and poor readability? Eek... that is book sales walking out the door! Revive stale text, refocus your branding and reach the right audience with a professional website makeover targeted to your website readers.

Your website may currently be fully functioning, drafted or a brand-new empty page. We can provide you with a page review to DIY your page content (Option A), a page review and follow up edit service (Option B) or fully develop your website content (Option C).

What's included:

We meet with you first to find out your goals and expectations, then you choose option A, B or C depending on how much work you want to do yourself and how much time you have available.

- ✓ Option A is the DIY option. We audit the existing page and provide you with a written report detailing what needs to change for it to be looking professional, sleek and attractive.
- ✓ Option B is where we audit the existing page and do the page edit for you.
- ✓ Option C is where you have a blank page and need the entire page developed. We completely take care of that for you.

You provide your existing media files or we can provide a quote for sourcing new royalty-free stock images for you.

Pricing:

Option A: Page Content Audit – \$95 (inc GST)

We provide you with a written report for refreshing existing content, including:

- ✓ review of information/education/entertainment/interest
- ✓ review of SEO, deep links, external page links, media and images
- ✓ analysis of web-readability and layout
- ✓ analysis of spelling and grammar.



Option B: Content Development Refresh – \$225 (inc GST)

With this option you get the page content audit report and then WE make the edits. Save yourself time and trouble, and have it done professionally. We provide you with a written report for refreshing existing content, including:

- ✓ review of information/education/entertainment/interest
- ✓ review of SEO, deep links, external page links, media and images
- ✓ analysis of web-readability and layout
- ✓ analysis of spelling and grammar.

PLUS:

- ✓ editing the document to meet those requirements.

You provide media files or we can provide a quote for sourcing new royalty-free stock images for you. Two edits for revisions included.

Option C: Brand-New Content Development – \$375 (inc GST)

Your website may have new pages with no existing content. No problem!

- ✓ We provide you with fully developed website content to 400 words.
- ✓ We furnish the final draft with deep links, external links and SEO.

You provide existing media files or we can provide a quote for sourcing new royalty-free stock images for you. Two edits for revisions included.

Non-techie add-ons:

If you are not tech-comfortable, we get it. Not everyone knows their way around website development software. We offer add-ons @ \$88 p/hr (inc GST), including:

- ✓ liaising with your web developer
- ✓ publishing your content directly to your site for you.



Testimonial Collection and Development

We know how uncomfortable it can feel seeking testimonials for your book. Whether you are approaching colleagues, friends, celebrity endorsers or professional connections, it is all the same level of squeamishness when it comes to asking for a written recommendation.

What's included:

We can support you in collecting those all-important written words you need to promote your book.

- ✓ We develop a security-protected version of your book.
- ✓ You send us a list of five prospective testimonial providers and their phone, email and LinkedIn details.
- ✓ We then communicate with each of those contacts for you, offer suggestions within your genre and seek effective and relatable testimonials for your book within a viable deadline.
- ✓ Once the responses are received, we review and format your testimonials and send them to you fully hyperlinked.
- ✓ You can use your shiny new testimonials in the book, on the cover, on your website and in your marketing.

Pricing:

The Testimonial Collection and Development service fee is \$375 (inc GST). We provide you with ready-to-publish testimonials for you to use in your book and distribute to your website, social media and email campaigns.



SEO Keyword Research

Keywords are the words people most often type in to search engines when they are looking for books like yours. So it's important that those words are on your website.

With Author Support Services, your book is distributed to online retailers such as Amazon, Book Depository and many, many more. When readers are searching for a book, it is vital to have the correct keywords so your book comes up in their searches and they see your book for sale.

What's included:

Your keyword report is the starting point to understanding why visitors are coming to your website. Our report includes:

- ✓ **Word cloud**
 - We provide a word cloud image composed of words from your book content to assist with effective Amazon search ranking. This is a quick visual reference tool for you to help with promoting your book. The word cloud allows you to identify the themes that are occurring most often to increase the chances of you and your ideal reader finding each other.

- ✓ **SEO – Keyword analysis with recommendations for website keywords and phrases**
 - We provide you with a keyword analysis report based on your existing website. From this report you can see which words are performing best. You will also receive suggested wording and phrase adjustments based on Google searches that are most likely to bring customers to your website who are interested in your book topic and potential service offerings.

- ✓ **Competitor analysis**
 - We provide a complete report on what others in your industry are using to attract customers, including what is working and what is not working. These insights will provide clarity on what to include to stay ahead of the curve in your industry or genre.



Pricing:

The SEO Keyword Research service fee ranges from \$55 to \$375 (inc GST) as follows:

Option A: Book sales keywords only – \$55

- ✓ Word cloud

Option B: Book sales keywords plus website SEO – \$225

- ✓ Word cloud
- ✓ SEO – keyword analysis with recommendations for website keywords and phrases

Option C: Book sales plus website SEO plus competitor analysis – \$375

- ✓ Word cloud
- ✓ SEO – keyword analysis with recommendations for website keywords and phrases
- ✓ Competitor keyword analysis



Blog Post and Social Media Content Package

Attract new clients, establish your industry profile and start a conversation with your readers directly through their phone or computer. You can publish the blog to your own website and link it directly to your social media, newsletters and email campaigns.

We work with your words and voice to develop a 400–500-word blog post. We also provide visual content to share across your social media to help promote your blog article.

What's included:

After an initial consultation to establish which topics you want to blog about, we:

- ✓ create a list of your notes, ideas and drafts
- ✓ provide a complete 400–500-word blog post
- ✓ provide two revisions to get it just right
- ✓ furnish the final draft with deep links, external links and SEO where applicable
- ✓ supply five square images with captions for social media sharing
- ✓ supply five targeted hashtags for social media sharing
- ✓ email all the material to you for you to distribute whenever you are ready.

Pricing:

The Blog Post and Social Media Content Package service fee is \$375 (inc GST). We provide you with a ready-to-publish blog post and five social media images plus five hashtags for you to distribute to your website, social media and email campaigns. Two revisions included.



Press Release Development and Distribution

Press releases can result in multiple published articles about your book. Build up your brand with increased exposure and showcase your business with professional press releases and your own digital image.

Your press release is a tool to announce your new book newsworthy in the most objective way possible. The purpose of your press release is to get coverage and get noticed by your target audience.

There is never a guarantee a press release will be published by a media agency; it is their choice on the day. However, having a professionally written and targeted press release significantly increases your chances of being published.

What's included:

We begin by researching the proposed publishers and media agencies and selecting the three best to reach your target market. We take care of:

- ✓ developing your draft press release for you to review
- ✓ reviewing your chosen high-resolution digital images and helping you choose the best one for inclusion
- ✓ distributing your press release
- ✓ being a point of contact for the media agency/journalist.

Two revisions of the press release included.

Pricing:

The Press Release Development and Distribution service fee is \$375 (inc GST) per release. No guarantee of publication is provided.



Email Campaign Content Development

You know that email campaigning is a great marketing strategy for your book. You've been busy collecting your customer's email addresses, but you might need a helping hand writing emails to send to your list.

We can develop your email campaign content for you to distribute through your email marketing software program. We know what to include and, even more importantly, what to leave out so that your email makes it to the destination and has the greatest chance of being opened and read.

Make the most of forward sales strategies and seasonal book promotion opportunities. Once we've written a couple for you, you'll get the hang of it and will be so much more confident to do it yourself.

What's included:

We will meet via Skype, Zoom or telephone to discuss the goals for your email campaign. We create one email or ideally a short series to follow up with your readers. You can then send these out to your existing database through your email service such as Mailchimp.

We will develop:

- ✓ email content based on your notes or ideas and provide this in a Word document
- ✓ the subject line and pre-header to use
- ✓ ready-to-use linked content.

Two revisions included.

Pricing:

The Email Campaign Content Development service fee is \$225 (inc GST) per email.

A set of three emails in a campaign is only \$375 so you stay in touch with your audience.

Non-techie add-ons:

We offer add-on options for the email campaign service @ \$88 p/hr (inc GST), including:

- ✓ sourcing a selection of royalty-free images
- ✓ mining your previous blogs/press releases for content for your next campaign
- ✓ putting your campaign into your Mailchimp program for you and sending it out.